



CITY COUNCIL AGENDA BILL

AB 2268
August 9, 2017
Special Business

Agenda Item: 3a

Proposed Action & Subject: Discussion/possible direction regarding development of next steps toward a transportation action plan.

Department Public Works

Time to Present 30 minutes

Total Time for Item 2 hours

Other Council Meetings September 24, 2014, January 27, 2015, October 28, 2015, April 12, 2016, November 9, 2016, January 10, 2017, March 14, 2017, April 12, 2017, May 9, 2017, May 23, 2017

Exhibits A. Survey slides and results

City Attorney Approval	Reviewed 7/31/17 RLP	Expenditure Required
		\$ 0
City Manager's Recommendation	Discuss and provide direction regarding next steps with the TMP.	Amount Budgeted
		\$ 0
		Account No. N/A
		(Description)
		Finance <input checked="" type="checkbox"/>
		Approval

SUMMARY STATEMENT

The purpose of this meeting is to discuss the survey results for the Transportation Master Plan and initial implementation recommendations by staff.

Background: Traffic congestion and circulation issues have been a longstanding concern for Sedona residents. Traffic conditions will predictably continue to deteriorate as the City approaches buildout if no action is taken to address the current situation and future needs.

In March 2016, the City Council approved a contract with consultant Kimley-Horn to complete a Transportation Master Plan (TMP). The study process is now nearing its final phases. Through Kimley-Horn's work with City staff and community, and regional stakeholders, solicitation of public input, review of existing studies, modeling of current and future conditions, and consultation with the Transportation Advisory Committee (TAC), they have identified potential strategies to consider as part of the TMP. The comprehensive list of potential strategies was presented to Council at the January 10, 2017 meeting, and was then covered in more detail at a series of meetings concluding on May 23, 2017.

Following the series of meetings where the proposed alternatives were presented to Council, an online survey was launched on June 21, 2017 to gauge the public's perception of the strategies. The survey closed on July 6, 2017. In addition, two open houses were held on the evening of Wednesday, June 21st and the morning of Saturday, June 24th. Both were very well attended. The survey presented 14 potential strategies, and asked the question, "Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?" The respondent could then choose between very likely, somewhat likely, neutral, somewhat unlikely, and very unlikely. There were 1,706 total responses to the survey, with 1,411 complete responses, meaning that some people did not answer every question. A summary of the responses is below, with the neutral responses omitted, in order to just reflect the overall support or opposition of each strategy.

	Likely	Unlikely
Traveler information signs	66.97%	20.75%
Visitor transit VOC/OCC	66.40%	20.02%
Commuter transit to VOC	65.14%	18.30%
Uptown roadway improvements	62.18%	26.20%
Major road connections	60.96%	26.17%
Neighborhood connections	60.70%	24.83%
Bike and pedestrian improvements	58.51%	26.20%
Schnebly Hill and the Y	57.85%	31.97%
West Sedona Access improvements	57.37%	27.68%
Uptown pedestrian improvements	49.52%	37.82%
Neighborhood vehicles	45.95%	34.34%
Uptown parking	43.54%	38.68%
½ cent sales tax	67.50%	20.16%
¾ cent sales tax	53.08%	32.78%
1 cent sales tax	50.79%	39.20%

	Short term	Long term	Shouldn't be considered
Red Rock Crossing	49.86%	22.43%	27.71%

	Viable	Not viable
Pave Schnebly Hill Road	43.07%	56.93%

The raw data and/or a consolidated comments list are available at the request of Council.

Taking into consideration all technical analysis, understanding of project trade-offs and challenges, and the relative level of support from the public, below is staff's proposed action plan for moving forward with the strategies. Ultimately, the level of implementation of this action plan will be dependent on identification of a revenue strategy.

1. Traveler Information Signs – Pursue immediately. ADOT has indicated a willingness and desire to provide this type of information to the public. The intent would be to have these signs implemented as soon as possible (SR 260 likely only after current construction is complete).
2. Visitor Transit VOC/OCC – Pursue immediately but implementation is contingent on developing partnerships and cost sharing. Begin developing MOU's with partnering agencies to identify roles and potential for funding obligations. Begin with AZ State

Parks, who has already reached out to the City to begin discussions about a shuttle system to Slide Rock. Although US Forest Service has indicated that they cannot contribute financially, they will still play a vital role. Also, continue working with the Oak Creek Canyon Traffic Matters group. The City has secured Transit Planning Grant funding (\$120,000 grant plus \$30,000 match for a total of \$150,000) that could be used for this project. The grant funding expires in October 2018, which would necessitate any additional planning to commence soon.

3. Commuter Transit to VOC – Pursue immediately but implementation is contingent on developing partnerships and cost sharing. Develop MOU's with Yavapai County and Verde Lynx. An appropriate cost sharing agreement for this service would include majority (if not all) funding provided by sources other than the City.
4. Uptown Roadway Improvements – Pursue immediately. This improvement offers the best overall benefit with some of the most reasonable costs and tradeoffs.
5. Major Road Connections – Pursue both the Forest Road connection and the Ranger/Brewer connection immediately. However, Council needs to resolve whether or not these improvements are pursued contingent upon or regardless of having a willing seller where property acquisition is needed.
6. Neighborhood Connections – Pursue immediately. Staff is proposing connects only where no destruction or removal of improvements is necessary. However, Council needs to resolve whether or not these improvements are pursued contingent upon or regardless of having a willing seller where property acquisition is needed. While prioritized routes included in the TMP would be pursued immediately, staff also recommends initiating a process to consider any other beneficial neighborhood connections not already identified.
7. Bicycle and Pedestrian Improvements – Pursue immediately. Start with projects identified in the TMP and or Capital Improvements Program. Would need to prioritize projects and begin looking for easement/acquisition opportunities for bicycle boulevards and shared-use paths. Staff also recommends initiating a process to consider any other beneficial bicycle and pedestrian improvements not already identified.
8. Schnebly Hill/Y Improvements – Pursue this strategy incrementally, starting with addressing pedestrian movements at Tlaquepaque and constructing the northbound Y right turn lane. Evaluate the performance of implemented strategies prior to considering the southbound Y right turn lane. Wait to implement other improvements meant to address northbound SR 179 congestion before pursuing widening of the Schnebly Hill roundabout and road north to the Y. If widening is eventually determined to be necessary, start with the Schnebly Hill roundabout and northbound SR 179 lane, then consider the southbound widening only if necessary.
9. West Sedona Access Improvements – Pursue immediately. Start to develop a program for driveway consolidation, providing incentives, and taking advantage of any redevelopment applications. Consider medians or additional striping in select areas where safety is a concern. Wait on continuous raised median until needed.
10. Uptown Pedestrian Improvements – Start with pursuing a view-shed analysis to better estimate the impacts of pedestrian bridges. Evaluate the performance of the Uptown roadway improvements, pedestrian crossing signals and traffic control support prior to considering pedestrian bridges.
11. Neighborhood Vehicles – Begin identifying interested partners, and potential for monetizing through advertising. Evaluate for added value (such as the feasibility of transit to select trailheads). Wait to pursue until partner support is generated.

12. Uptown Parking – Analyze occupancy and emergence of transit to determine if extensive parking improvements are necessary. Could be further analyzed through the Uptown CFA process.
13. Red Rock Crossing – Continue to view this as a long-term strategy but defer to Yavapai County. City would provide support and potential funding if/when partnering agencies want to pursue.
14. Pave Schnebly Hill Road – This option will not be included as a proposed strategy in the final plan.

Staff would like to gauge Council's support of this proposed action plan, as we are working on the draft of the final master plan. Staff intends to present the draft of the final plan in September, and have the final plan adopted in October.

Community Plan Compliant: ☒Yes - ☐No - ☐Not Applicable

As widely acknowledged and stated in the Sedona Community Plan and as a major destination for travelers, Sedona has long experienced traffic congestion that can seem out of proportion with the population. The Plan discusses the goal to create a more walkable and bikeable community with less dependence on cars, while recognizing that Sedona's circulation system must continue to accommodate vehicles.

The Plan further states that land use patterns are the key to traffic solutions. However, adding significant capacity by improving existing roads or building new roads to address congestion can create a cycle that ultimately leads to more congestion.

The Plan includes a number of Circulation Policies that discuss a number of options, improvements, and methods to address circulation. The need to conduct a comprehensive study of Sedona's existing traffic conditions and future circulation needs is supported in the Plan's Circulation Action Plan. Action Item #2 states: "Prepare a traffic study and citywide traffic model (corridor and access control planning for the West Sedona commercial corridor and traffic mitigation for Uptown, including evaluation of "Complete Streets" standards to promote multi-modal circulation). Complete Streets is a federal program with policies that look at how a street system serves all users: vehicles, pedestrians, bicycles, transit, rather than the traditional "level of service" which is a measure of automobile congestion.

Some key issues identified in the Sedona Community Plan are:

- Lack of alternative routes to the highway
- Lack of arterial routes
- Lack of connecting streets between neighborhoods
- Severe traffic congestion in Uptown and on State Route 179
- Need to improve parking availability and wayfinding throughout the community
- Lack of access control on State Route 89A
- Need for clearer solutions for balancing increased tourism with infrastructure improvements.

Board/Commission Recommendation: ☐Applicable - ☒Not Applicable

Alternative(s): N/A

MOTION

I move to: for discussion and possible direction only.

Sedona Transportation Master Plan Alternatives

August 9, 2017

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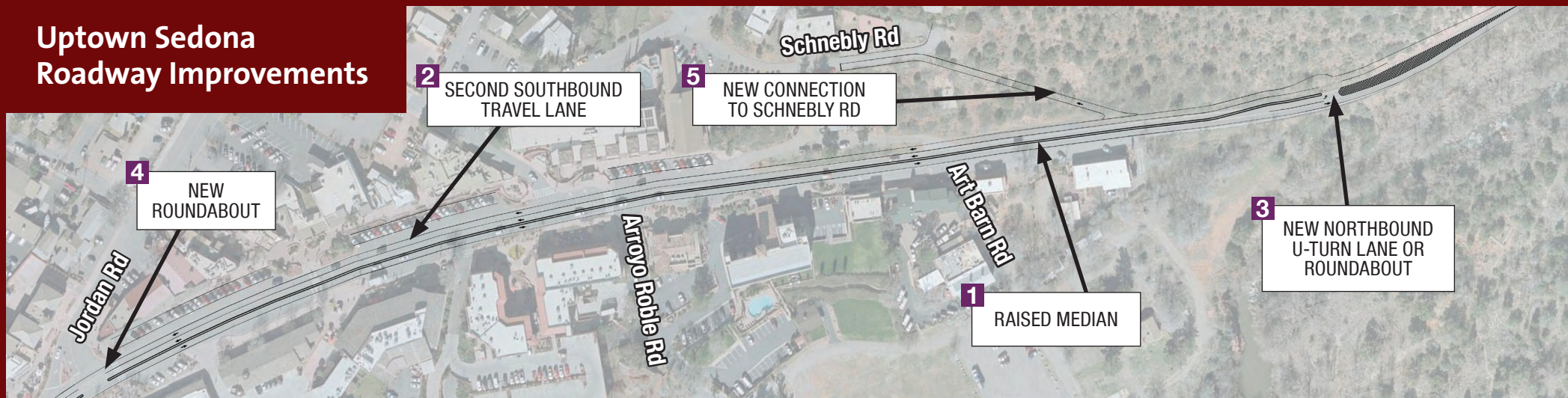
Total Responses

Complete Responses: 1411

Date Opened: Wednesday, June 21, 2017

Date Closed: Thursday, July 6, 2017

Uptown Sedona Roadway Improvements



PROJECT DESCRIPTION:

- 1** Construct a raised median with decorative fence to direct pedestrians to controlled crossings.
- 2** Construct an additional southbound travel lane on SR 89A through Uptown.
- 3** Construct a turnaround or roundabout at the north end (e.g. at Art Barn).
- 4** Construct a roundabout at the south end (Jordan Road) of Uptown on SR 89A.
- 5** Create one-way access from 89A to free parking via Schnebly Road (see #5 on the map above).

BENEFITS:

- ◆ With no traffic, it takes 7 minutes to travel from the Trout Farm to the Y. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 42 minutes, to 15 minutes.
- ◆ Raised median reduces turning movement conflicts and uncontrolled pedestrian crossings.

- ◆ Roundabouts facilitate U-turns and serve to keep vehicles consistently moving at safe speeds.

COSTS:

- ◆ Total estimated cost is \$3.6M.

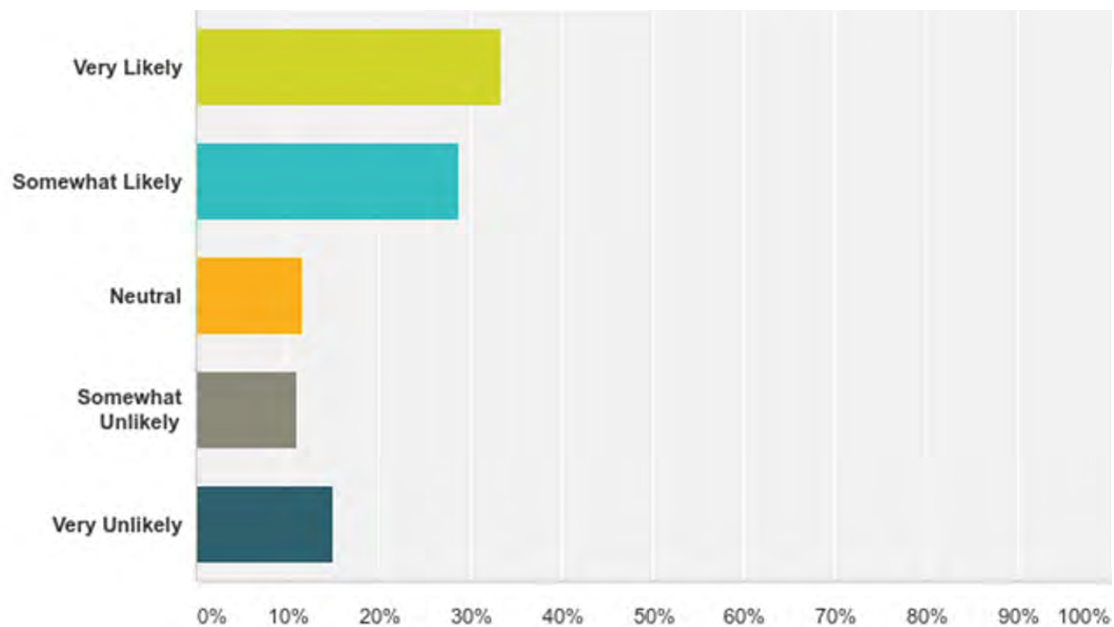
TRADEOFFS:

- ◆ Lengthy disruption from construction.
- ◆ Possible loss of some landscape area, seating and sidewalk at Jordan Road to expand roadway.
- ◆ Expands two lanes of traffic to three, impacting pedestrian crossings and overall character in Uptown.
- ◆ Possible added traffic near Schnebly Road.

Q1: S1. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,626 Skipped: 80

Strategy 1. Uptown Sedona Roadway Improvements



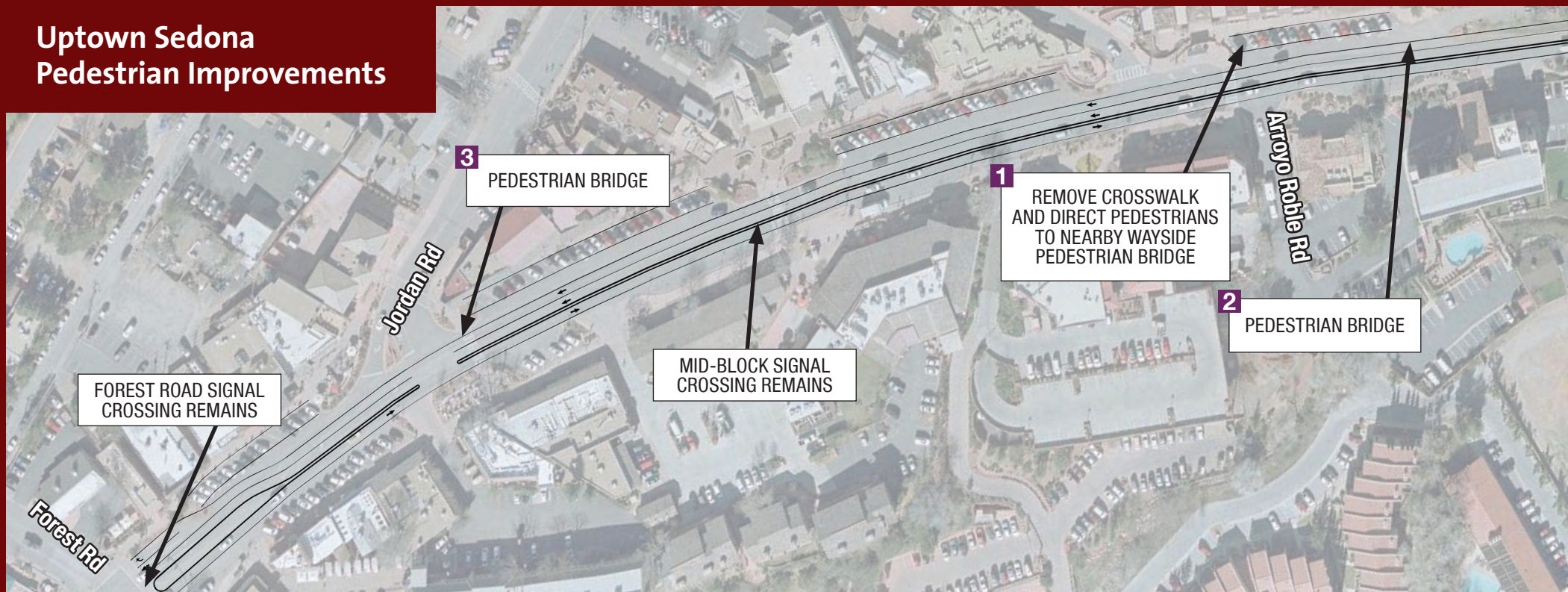
Q1: S1. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,626 Skipped: 80

Strategy 1. Uptown Sedona Roadway Improvements

Answer Choices	Responses	
Very Likely	33.46%	544
Somewhat Likely	28.72%	467
Neutral	11.62%	189
Somewhat Unlikely	11.07%	180
Very Unlikely	15.13%	246
Total		1,626

Uptown Sedona Pedestrian Improvements



PROJECT DESCRIPTION:

- 1 Remove crosswalk at Arroyo Roble and direct pedestrians to Wayside bridge crossing.
- 2 Construct a pedestrian bridge over 89A at Wayside Chapel.
- 3 Construct a pedestrian bridge over 89A at Jordan Road.

BENEFITS:

- ◆ With no traffic, it takes 7 minutes to travel from the Trout Farm to the Y. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 42 minutes, to 19 minutes.
- ◆ Improved pedestrian safety.

COSTS:

- ◆ Total estimated cost is \$6 M.

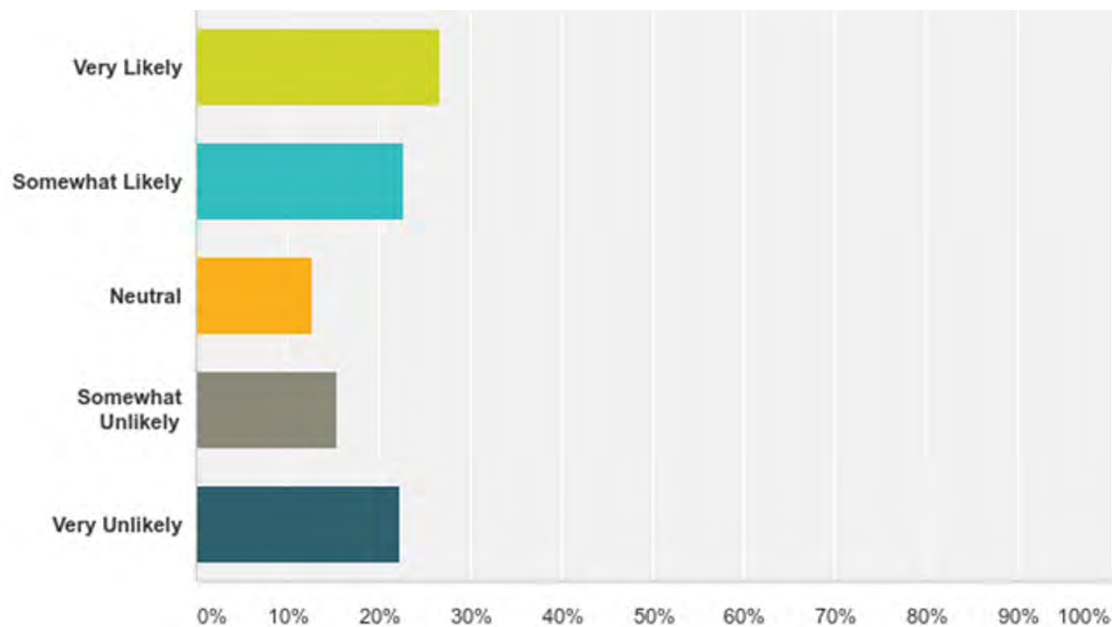
TRADEOFFS:

- ◆ Less convenient for pedestrians.
- ◆ Possible impact to views.
- ◆ Requires elevators for ADA accessibility.
- ◆ Pedestrian bridges will occupy portions of existing sidewalk and landscaped area.

Q3: S2. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,573 Skipped: 133

Strategy 2. Uptown Sedona Pedestrian Improvements



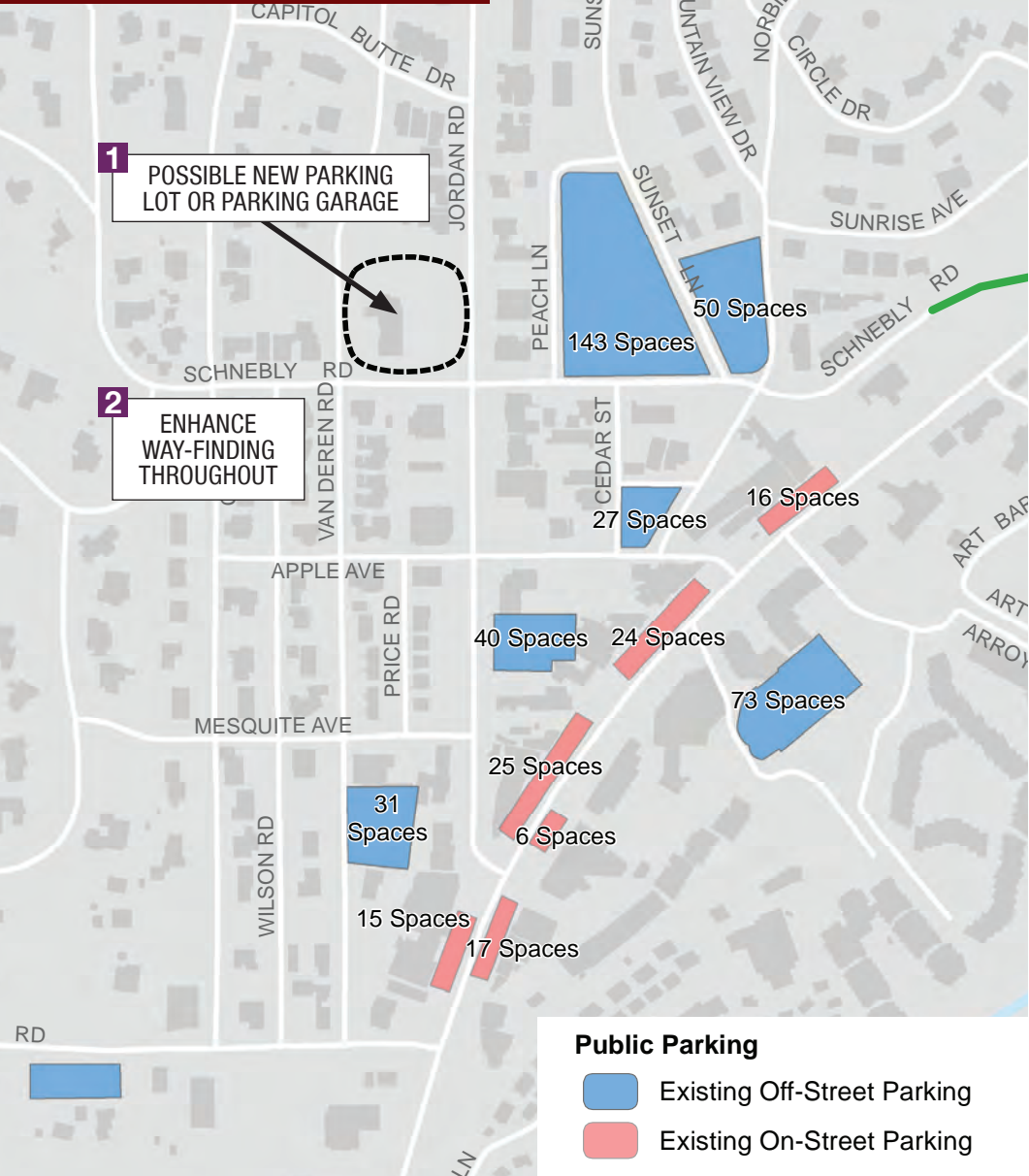
Q3: S2. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,573 Skipped: 133

Strategy 2. Uptown Sedona Pedestrian Improvements

Answer Choices	Responses	
Very Likely	26.70%	420
Somewhat Likely	22.82%	359
Neutral	12.65%	199
Somewhat Unlikely	15.51%	244
Very Unlikely	22.31%	351
Total		1,573

Uptown Sedona Parking Improvements



PROJECT DESCRIPTION:

- 1** Expand parking areas either through additional parking lots, on-street parking, or a new parking garage.
- 2** Enhance signs that provide directions to city parking lots.

BENEFITS:

- ◆ Less congestion related to searching for parking.

COSTS:

- ◆ A new parking structure would cost between \$5M and \$15M depending on the size and design.

TRADEOFFS:

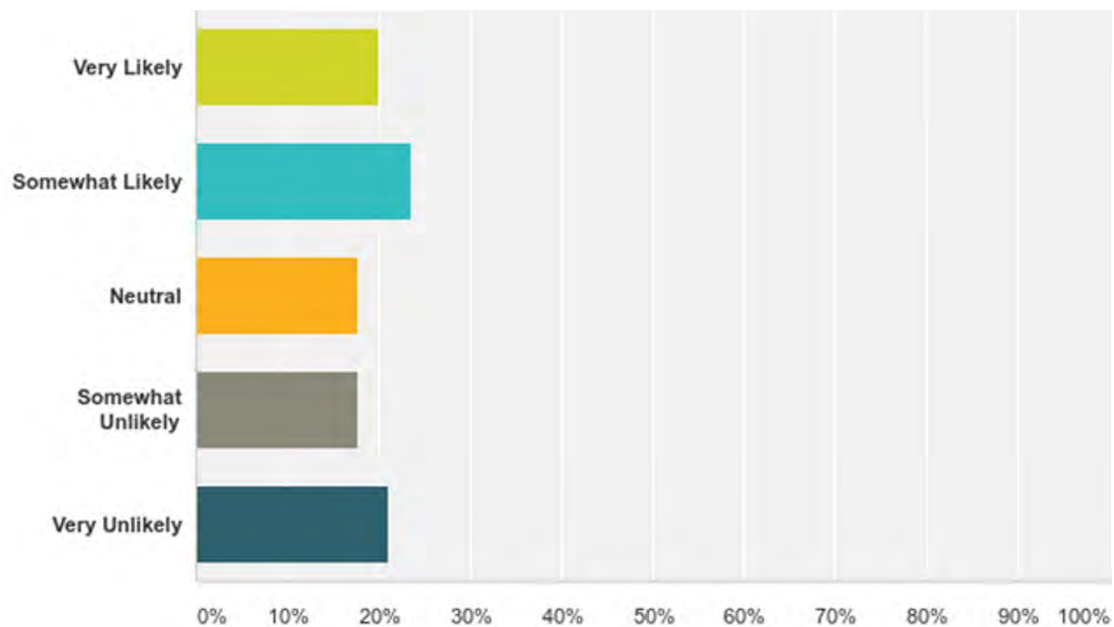
- ◆ Parking structure could impact views.
- ◆ Additional parking in Uptown brings more vehicles and traffic into the Uptown area.



Q5: S3. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,541 Skipped: 165

Strategy 3. Uptown Sedona Parking Improvements



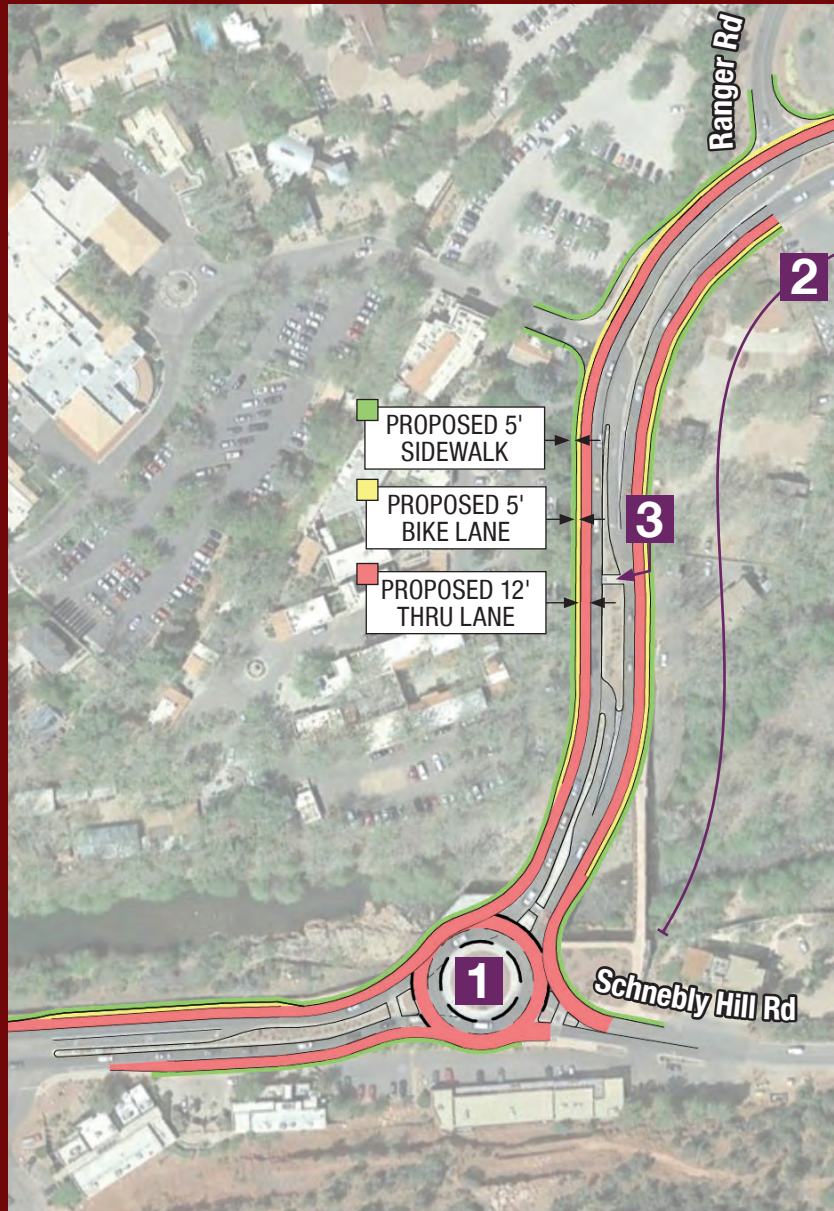
Q5: S3. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,541 Skipped: 165

Strategy 3. Uptown Sedona Parking Improvements

Answer Choices	Responses	
Very Likely	20.05%	309
Somewhat Likely	23.49%	362
Neutral	17.78%	274
Somewhat Unlikely	17.65%	272
Very Unlikely	21.03%	324
Total		1,541

Adding additional northbound and southbound travel lanes from Schnebly Hill roundabout through the “Y”



PROJECT DESCRIPTION:

- 1 Schnebly Hill Road roundabout is expanded to 2 lanes.
- 2 SR 179 from Schnebly Hill roundabout to the Y is expanded to 2 lanes in each direction.
- 3 A pedestrian tunnel or bridge is added at Tlaquepaque, replacing the existing crosswalk.
- 4 Addition of separated right-turn lane towards southbound 179 and separated right-turn lane towards Uptown.

BENEFITS:

- ◆ With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the “Y.” In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 24 minutes.

COSTS:

- ◆ Total estimated cost is \$8.9M.

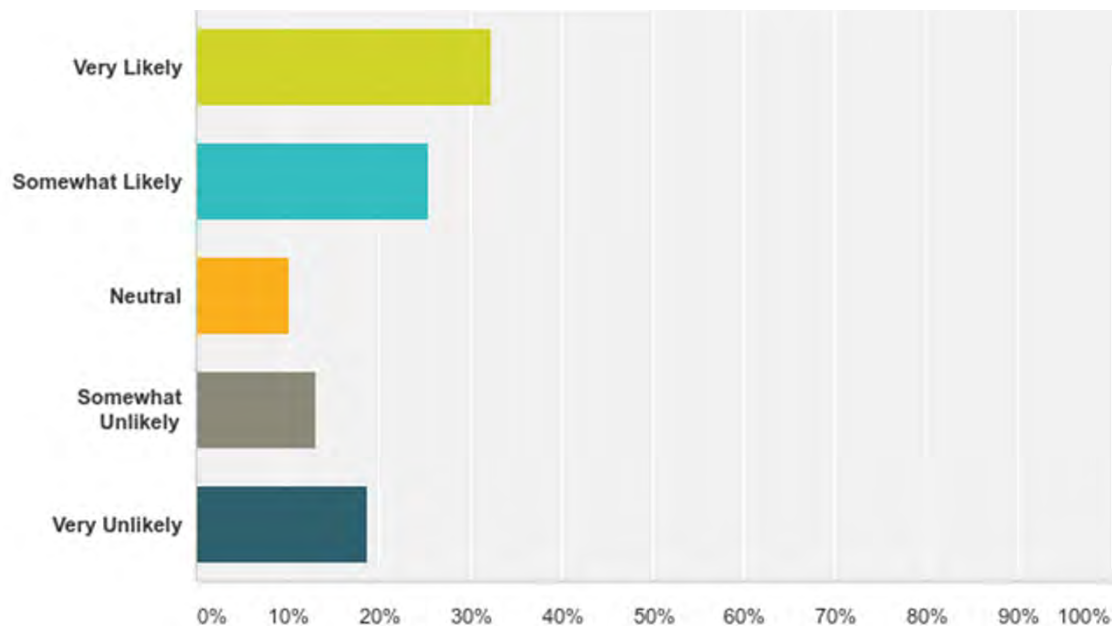
TRADEOFFS

- ◆ Bike lanes and sidewalks reduced from 8 feet to 5 feet each.
- ◆ Center medians (and landscaping) reduced in width.
- ◆ Possible reduction in travel lane from 12' to 11' (equal to lanes on 89A).
- ◆ Possible impact to trees/landscaping (limited to areas closest to the roadway).

Q7: S4. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,528 Skipped: 178

Strategy 4. Additional SR 179 NB and SB travel lanes, Schnebly Hill roundabout to the "Y"



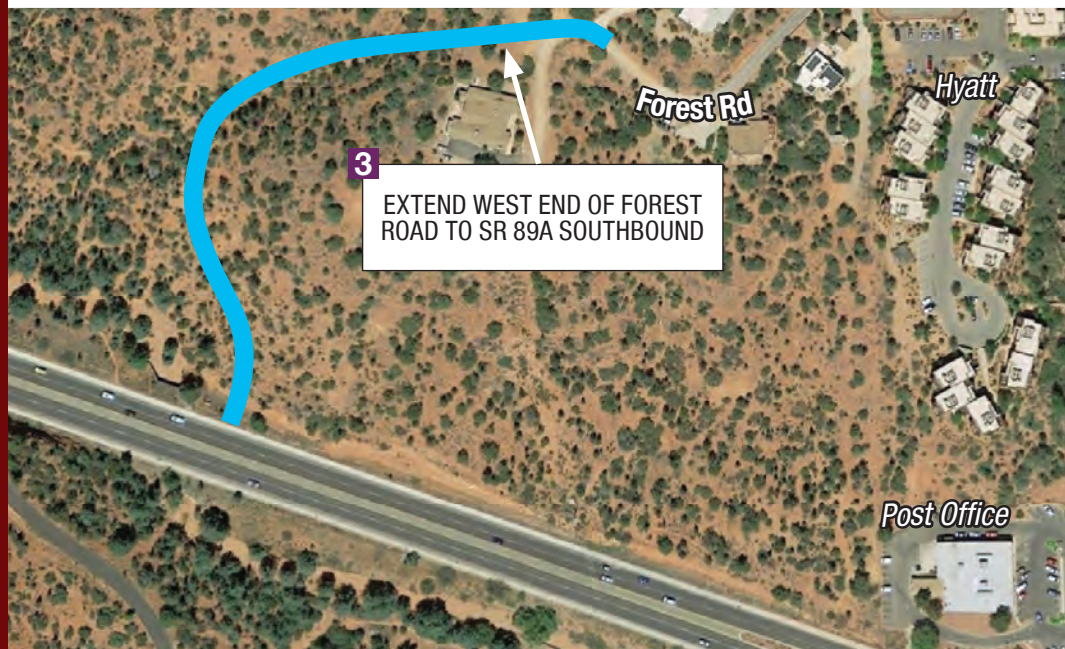
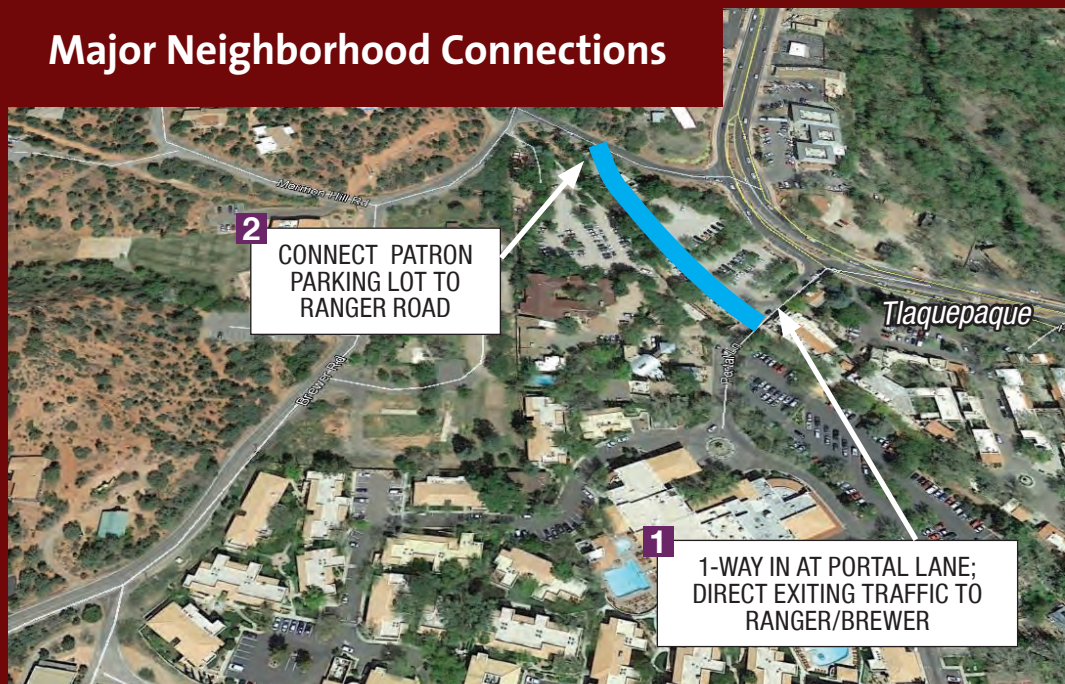
Q7: S4. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,528 Skipped: 178

Strategy 4. Additional SR 179 NB and SB travel lanes, Schnebly Hill roundabout to the "Y"

Answer Choices	Responses	
Very Likely	32.33%	494
Somewhat Likely	25.52%	390
Neutral	10.27%	157
Somewhat Unlikely	13.09%	200
Very Unlikely	18.78%	287
Total		1,528

Major Neighborhood Connections



PROJECT DESCRIPTION:

- 1 Make Portal Lane one-way in to Tlaquepaque / Los Abogados area.
- 2 Connect Tlaquepaque parking lot to Ranger Road / Brewer Road for exiting vehicles.
- 3 Extend west end of Forest Road to connect to Southbound SR 89A.

BENEFITS:

- ◆ Brewer/Ranger connection diverts vehicles that would be making a U-turn movement at the Schnebly Hill roundabout, reducing SR 179 congestion.
- ◆ With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the “Y.” In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 33 minutes.
- ◆ Brewer/Ranger connection is a relatively low cost improvement
- ◆ Brewer/Ranger connection creates a more convenient route for northbound and westbound SR179 travelers, with minimal impact to southbound SR179 travelers.
- ◆ Forest Road connection allows Uptown residents and emergency responders to avoid congestion in Uptown and at the “Y”.

COSTS:

- ◆ Total estimated cost for Brewer/Ranger connection is \$500K.
- ◆ Total estimated cost for Forest connection is \$1.3M.

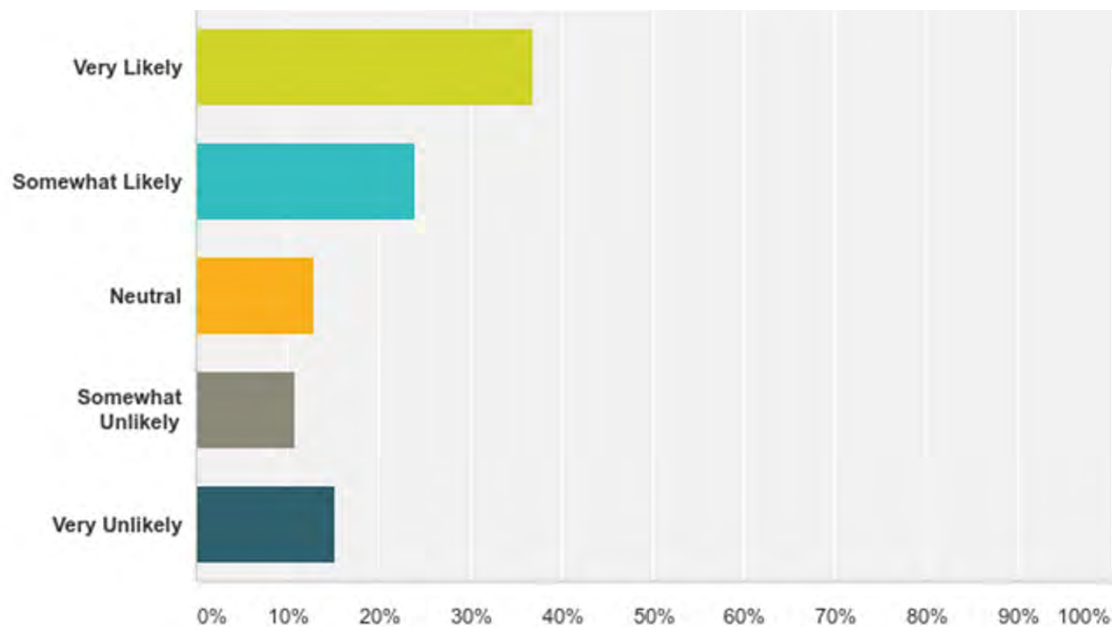
TRADEOFFS:

- ◆ Forest Road connection requires property acquisition.
- ◆ Potential for increased traffic in Forest Road neighborhoods.
- ◆ Impacts to private property.
- ◆ Visual and aesthetic impacts.

Q9: S5. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,506 Skipped: 200

Strategy 5. Major Roadway Connections



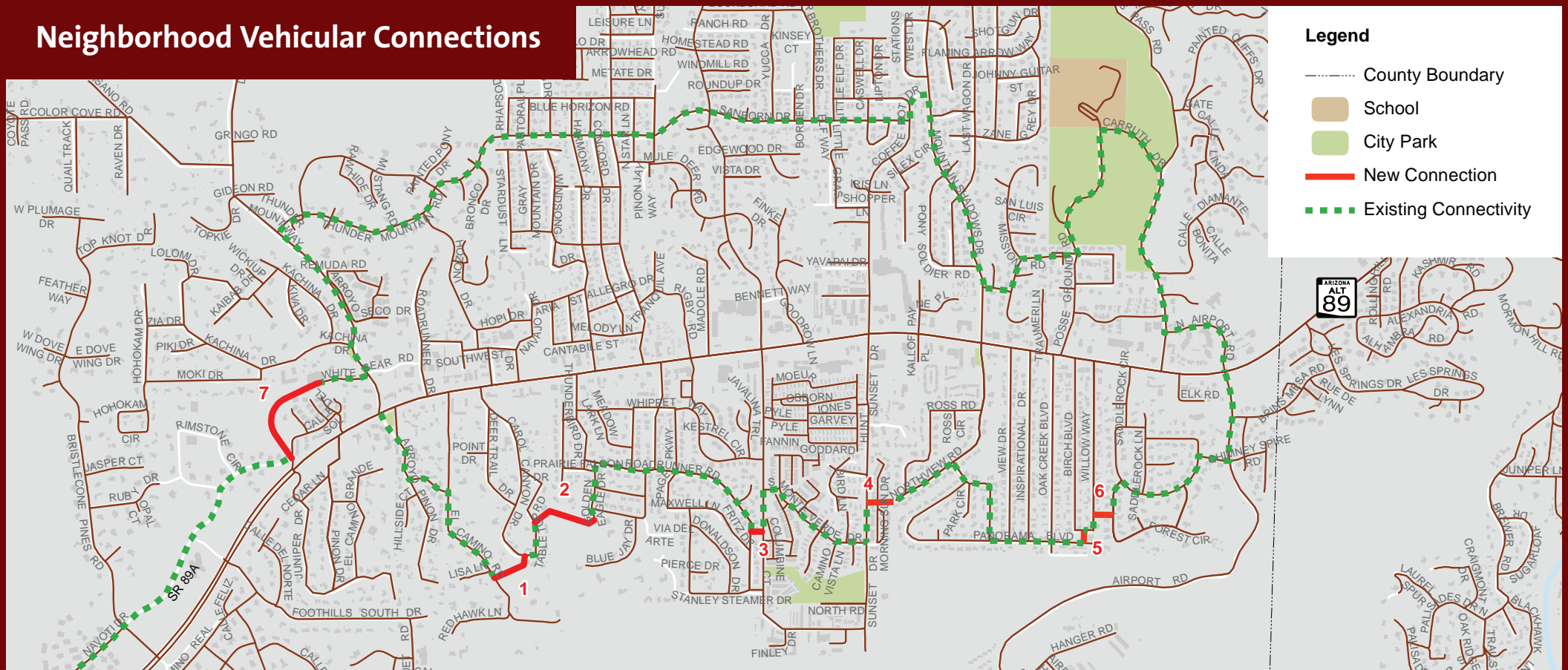
Q9: S5. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,506 Skipped: 200

Strategy 5. Major Roadway Connections

Answer Choices	Responses	
Very Likely	36.92%	556
Somewhat Likely	24.04%	362
Neutral	12.88%	194
Somewhat Unlikely	10.96%	165
Very Unlikely	15.21%	229
Total		1,506

Neighborhood Vehicular Connections



PROJECT DESCRIPTION:

- ◆ Set of new neighborhood vehicular connections meant to accommodate local residents, keeping short trips off SR 89A.
- ◆ Examples are shown on the map (other connections could be identified).

BENEFITS:

- ◆ Gives residents alternatives.
- ◆ Reduces number of trips on SR 89A.
- ◆ Promotes safety.

COSTS:

- ◆ Estimated cost for the 7 connections shown is \$2.8M.

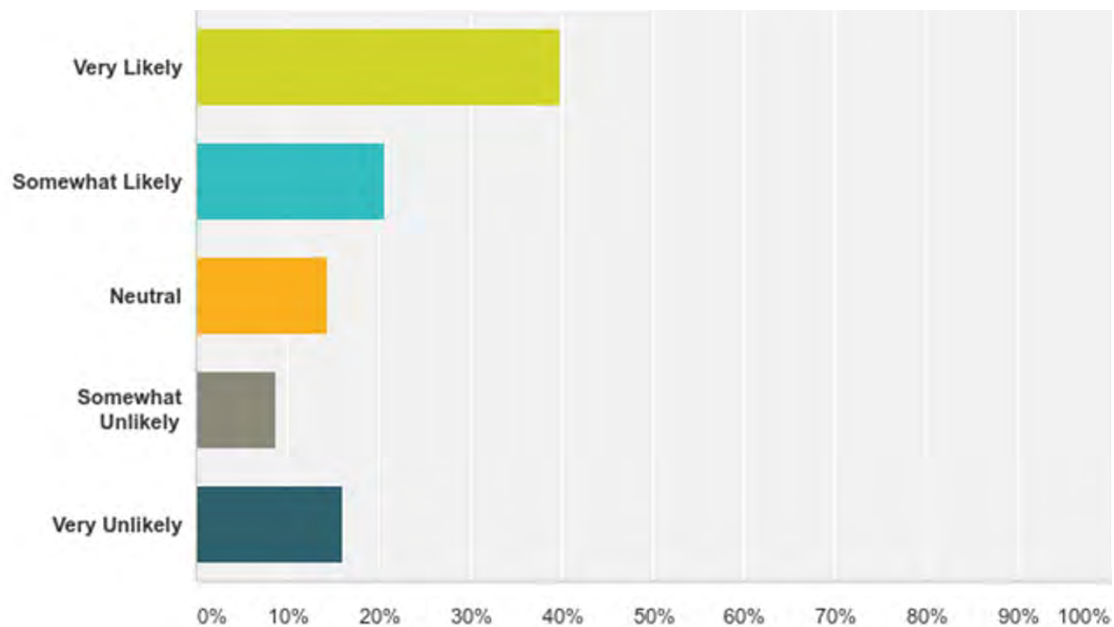
TRADEOFFS:

- ◆ Potential for minor increased traffic through neighborhood segments.
- ◆ Potentially requires property acquisition.

Q11: S6. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

Strategy 6. Neighborhood Vehicular Connections



Q11: S6. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

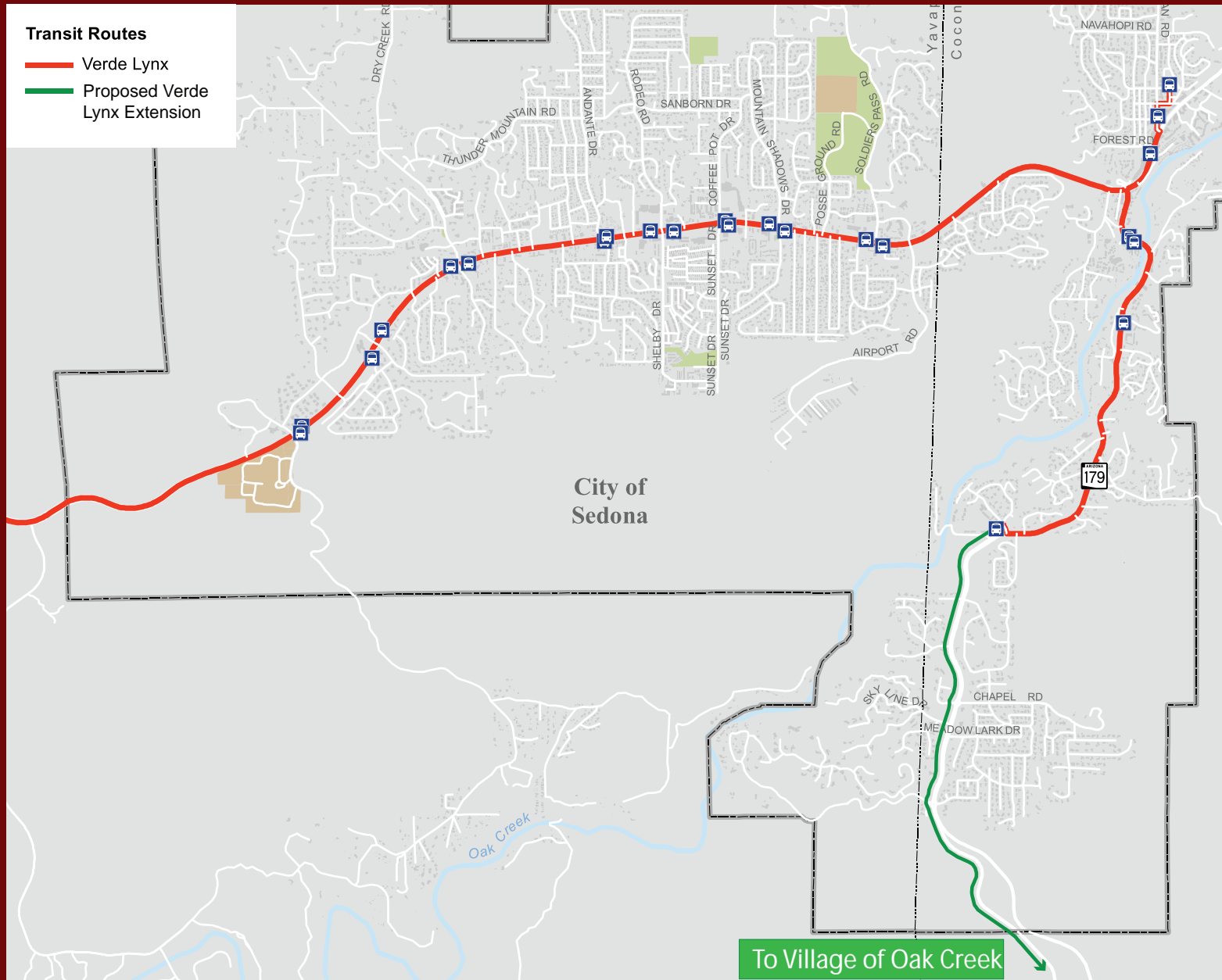
Strategy 6. Neighborhood Vehicular Connections

Answer Choices	Responses	
Very Likely	39.97%	594
Somewhat Likely	20.73%	308
Neutral	14.47%	215
Somewhat Unlikely	8.68%	129
Very Unlikely	16.15%	240
Total		1,486

Enhanced Transit Service – Commuter/Resident Focused

Transit Routes

- Verde Lynx
- Proposed Verde Lynx Extension



PROJECT DESCRIPTION:

- ◆ Extend Verde Lynx bus service to Village of Oak Creek
- ◆ Bus would run hours similar to current Verde Lynx: Monday – Saturday, 6:00 am - 7:15 pm, with the potential to expand.

BENEFITS:

- ◆ Extended Verde Lynx service will connect Sedona to Village of Oak Creek, benefiting residents, commuting employees, and visitors.
- ◆ Reduces vehicle emissions.

COSTS:

- ◆ Capital Costs = \$140,000 (1 new bus).
- ◆ Operating Costs = \$329,420 / yr. Costs would be shared between ADOT, Coconino County, Yavapai County, and City of Sedona.

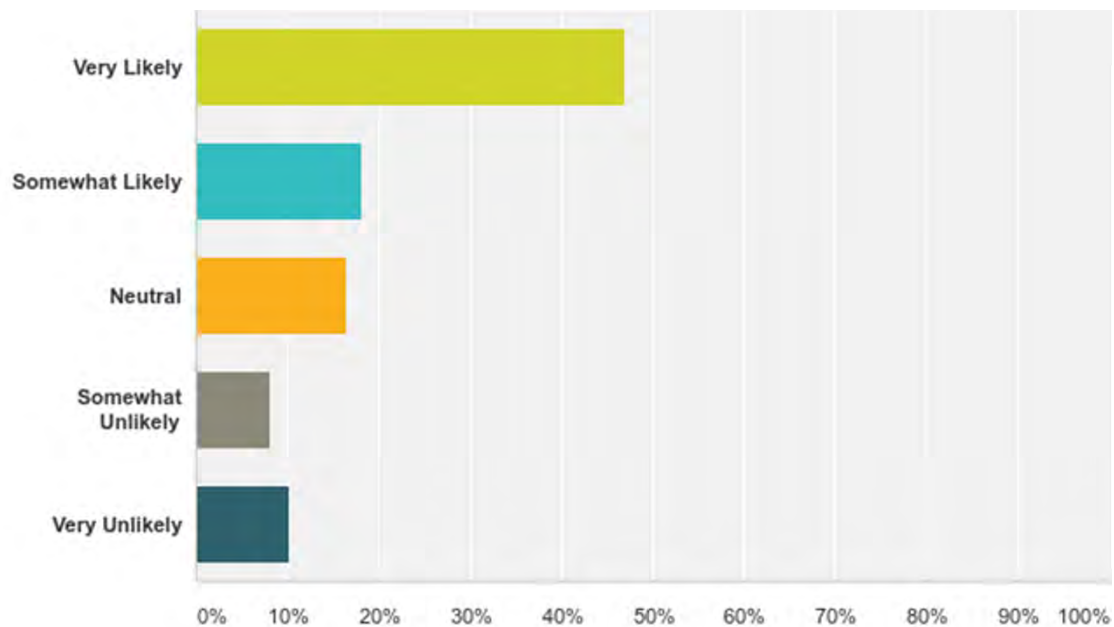
TRADEOFFS:

- ◆ Ongoing operational expenses to operate the service.
- ◆ Multi-jurisdictional coordination necessary.
- ◆ May take time for ridership to expand.

Q13: S7. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

Strategy 7. Enhanced Transit Service - Commuter/Resident Focused



Q13: S7. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,486 Skipped: 220

Strategy 7. Enhanced Transit Service - Commuter/Resident Focused

Answer Choices	Responses	
Very Likely	47.04%	699
Somewhat Likely	18.10%	269
Neutral	16.55%	246
Somewhat Unlikely	8.14%	121
Very Unlikely	10.16%	151
Total		1,486

Enhanced Transit Service – Tourism Focused

PROJECT DESCRIPTION:

- ◆ Implement a tourist-focused bus shuttle system from Village of Oak Creek to Slide Rock State Park.
- ◆ Buses would run every 15 to 20 minutes, 8 am to 8 pm, between March and October.
- ◆ Park-and-Ride lot near Red Rock Ranger Station; additional stops and pick-up points along SR 179 and SR 89A.

BENEFITS:

- ◆ Reduced vehicles entering Oak Creek Canyon from Sedona, reducing congestion. High usage could result in 2,000 to 3,000 fewer vehicles in Oak Creek Canyon on an average day in peak season.
- ◆ With no traffic, it takes 7 minutes to travel from the Trout Farm to the “Y”. In severe congestion it takes 42 minutes. This level of severe congestion occurred on 7 days between February 1 and June 4, 2017. With the this strategy, a severely congested trip would be reduced from 42 minutes, to 36 minutes.
- ◆ Also, with no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the “Y.” In severe congestion it takes 36 minutes. This level of severe congestion

occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 24 minutes.

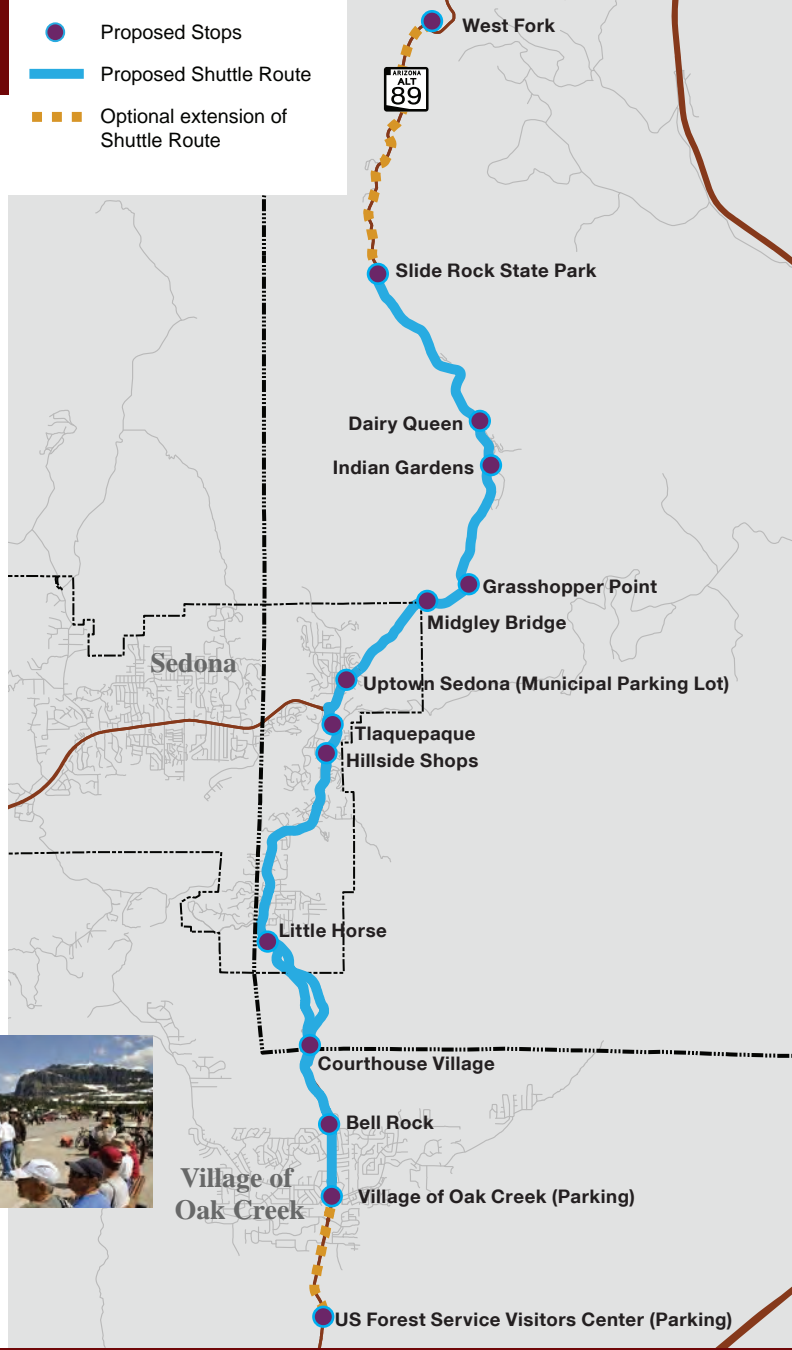
- ◆ Reduced Vehicle Emissions.

COSTS:

- ◆ Capital Costs = \$2.4 M (8 new buses and park-and-ride lot improvements).
- ◆ Operating Costs = \$460,000 / yr. Costs may be shared between ADOT, Coconino County, Yavapai County, and City of Sedona.

TRADEOFFS:

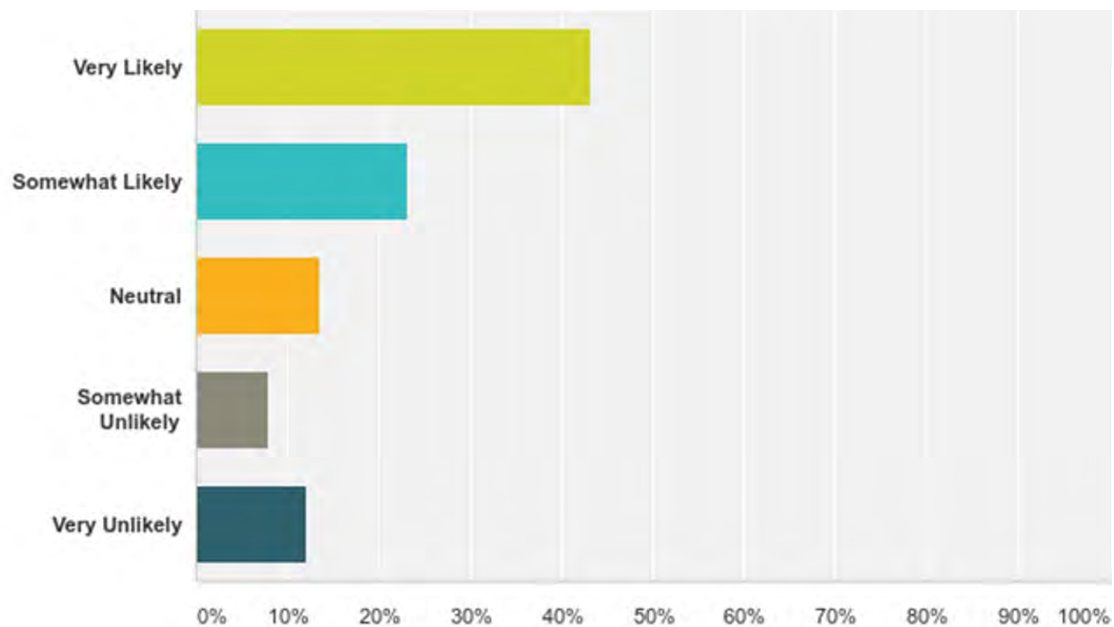
- ◆ Ongoing operational expenses to operate the service.
- ◆ Multi-jurisdictional coordination necessary.
- ◆ Need to create strong incentives for utilization.
- ◆ Seasonality of operations/ demand periods.



Q15: S8. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,473 Skipped: 233

Strategy 8. Enhanced Transit Service - Tourism Focused Shuttle Service



Q15: S8. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,473 Skipped: 233

Strategy 8. Enhanced Transit Service - Tourism Focused Shuttle Service

Answer Choices	Responses	
Very Likely	43.25%	637
Somewhat Likely	23.15%	341
Neutral	13.58%	200
Somewhat Unlikely	7.94%	117
Very Unlikely	12.08%	178
Total		1,473

Neighborhood Vehicles – Tourism Focused



PROJECT DESCRIPTION:

- ◆ Neighborhood vehicle flexible service supplements the Verde Lynx or Oak Creek Canyon Shuttle.
- ◆ Rides are provided “on-demand” and are requested utilizing a smart-phone application.
- ◆ Vehicles could be electric, gas, or alternative fuel.

BENEFITS:

- ◆ Reduces parking demands, including at busy and crowded trail-heads.
- ◆ On-demand service is flexible, able to transport passengers to wherever they desire to go.
- ◆ Promotes a “park once” strategy for shopping, dining, recreating and sightseeing.
- ◆ Reduced vehicle emissions.

COSTS:

- ◆ Capital Costs = \$340,000 (10 vehicles).
- ◆ Operating Costs = \$300,000 - \$600,000 / yr., depending upon number of vehicles, hours of service, and months per year.
- ◆ Costs could be reduced if volunteer drivers can be utilized.
- ◆ Costs could also be reduced by advertising revenue.

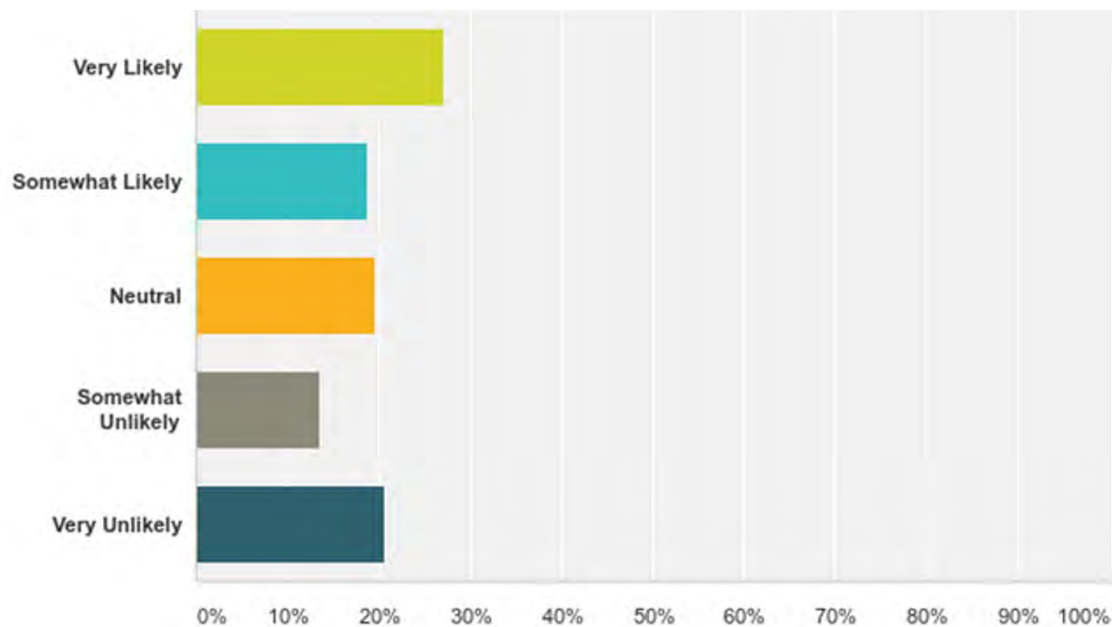
TRADEOFFS:

- ◆ Ongoing operational expenses.
- ◆ Seasonality of operations/demand periods.
- ◆ Service area of electric vehicles would be limited; gas engine vehicle would have a larger service area.

Q17: S9. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,456 Skipped: 250

Strategy 9. Neighborhood Vehicles - Tourism Focused



Q17: S9. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,456 Skipped: 250

Strategy 9. Neighborhood Vehicles - Tourism Focused

Answer Choices	Responses	
Very Likely	27.20%	396
Somewhat Likely	18.75%	273
Neutral	19.71%	287
Somewhat Unlikely	13.60%	198
Very Unlikely	20.74%	302
Total		1,456

SR 89 A/West Sedona Access Improvements

1

STARBUCK'S **BEFORE** DRIVEWAY CONSOLIDATION, TWO DRIVEWAYS TO SR 89A



1

STARBUCK'S, **AFTER** DRIVEWAY CONSOLIDATION, TWO DRIVEWAYS REMOVED, ACCESS IS OFF OF SIDE STREETS AND FROM ADJACENT BUSINESSES



PROJECT DESCRIPTION:

- 1 Eliminate or consolidate redundant driveway access points.
- 2 Construct a raised median to control certain left turn movements to and from SR 89A.

BENEFITS:

- ◆ Raised median: Improves traffic flow and efficiency by 10%, and reduces crashes by 50%.
- ◆ May prevent the need for widening at a later date.
- ◆ Improves pedestrian and bicyclist safety and aesthetics.

COSTS:

- ◆ Raised median: 2 miles from Airport Road to Dry Creek Road would cost \$1.5M to \$2M.
- ◆ Driveway: \$3,000 - \$5,000 per driveway location as part of a larger city project

TRADEOFFS:

- ◆ A raised median may be less convenient to make turns to and from SR 89A at some locations.
- ◆ Interruption from construction.

2

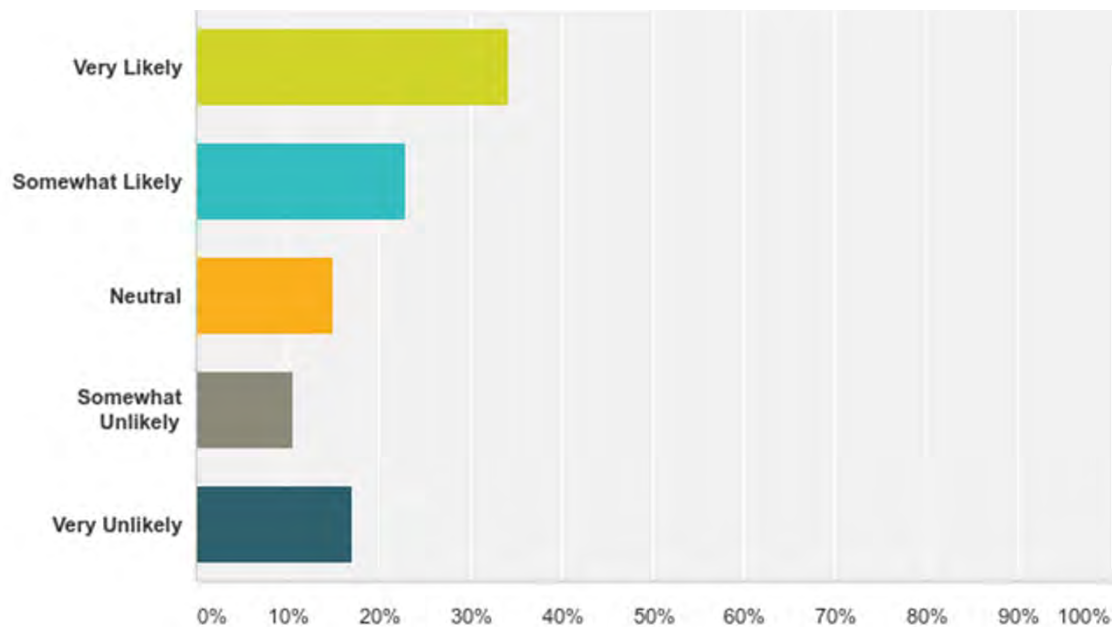
EXAMPLE OF RAISED MEDIAN



Q19: S10. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,445 Skipped: 261

Strategy 10. SR 89A/West Sedona Access Improvements



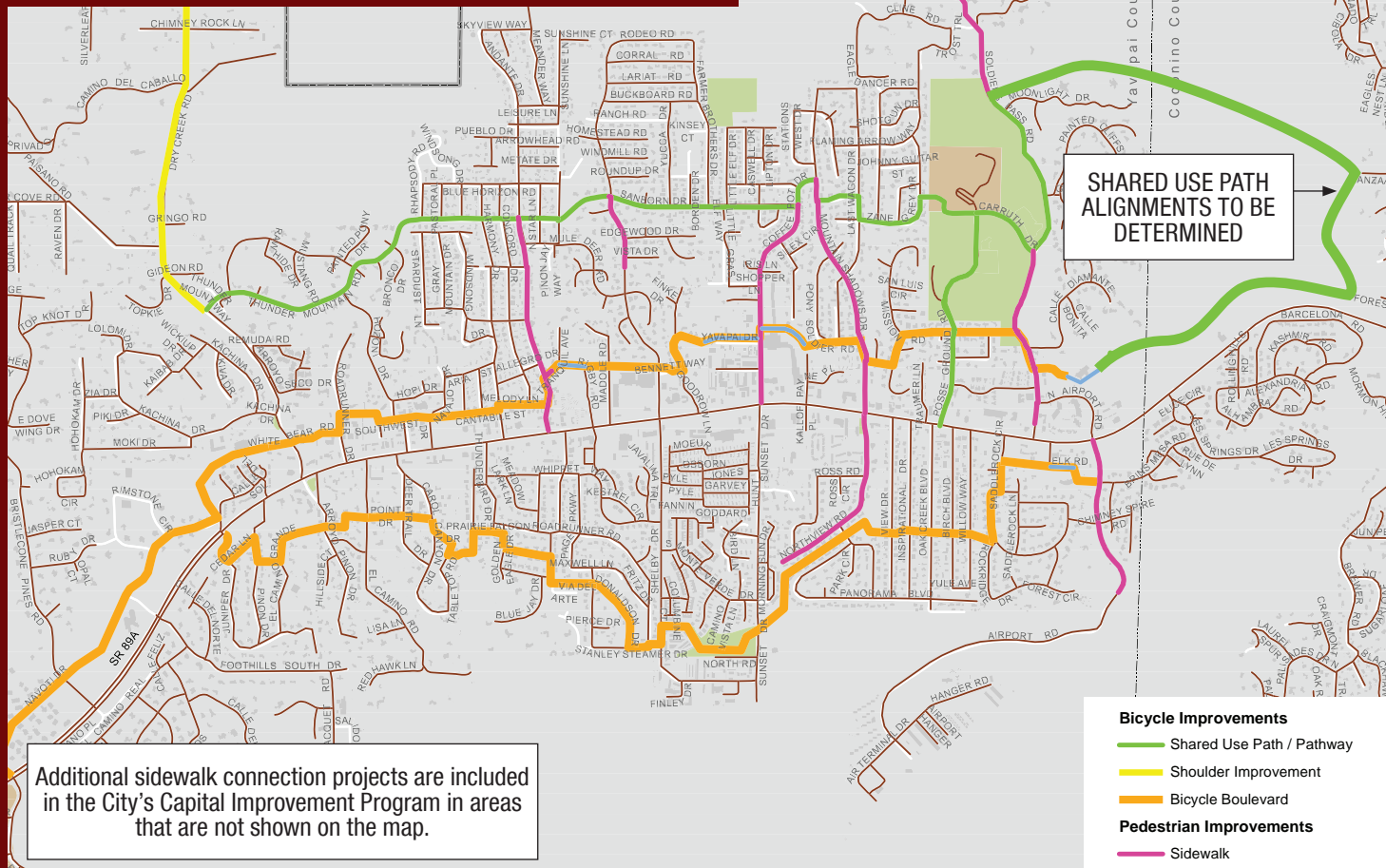
Q19: S10. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,445 Skipped: 261

Strategy 10. SR 89A/West Sedona Access Improvements

Answer Choices	Responses	
Very Likely	34.33%	496
Somewhat Likely	23.04%	333
Neutral	14.95%	216
Somewhat Unlikely	10.66%	154
Very Unlikely	17.02%	246
Total		1,445

Bicycle and Pedestrian Improvements



PROJECT DESCRIPTION:

- ◆ Shared use path from Uptown to West Sedona.
- ◆ Wide paved shoulders on Dry Creek Road.
- ◆ Bicycle boulevard parallel both north and south of 89A using existing streets and some new connecting pathways.
- ◆ Various sidewalk connections.

BENEFITS:

- ◆ Replacing car trips with bicycle and pedestrian trips can reduce local congestion, especially during peak season.
- ◆ Improved comfort and safety for bicyclists and pedestrians.
- ◆ Connects neighborhoods to each other.
- ◆ Provides a recreational opportunity.

COSTS:

- ◆ Shared use path and bike boulevard connections: \$1.2M /mile.
- ◆ Sidewalk costs: \$800,000 per mile.

TRADEOFFS:

- ◆ Possibly requires property acquisition or expanded use of existing easements.
- ◆ Coordination with US. Forest Service for shared use path.
- ◆ Some neighborhoods may not want increased bicycle and pedestrian traffic.

SHARED USE PATH



BICYCLE BOULEVARD



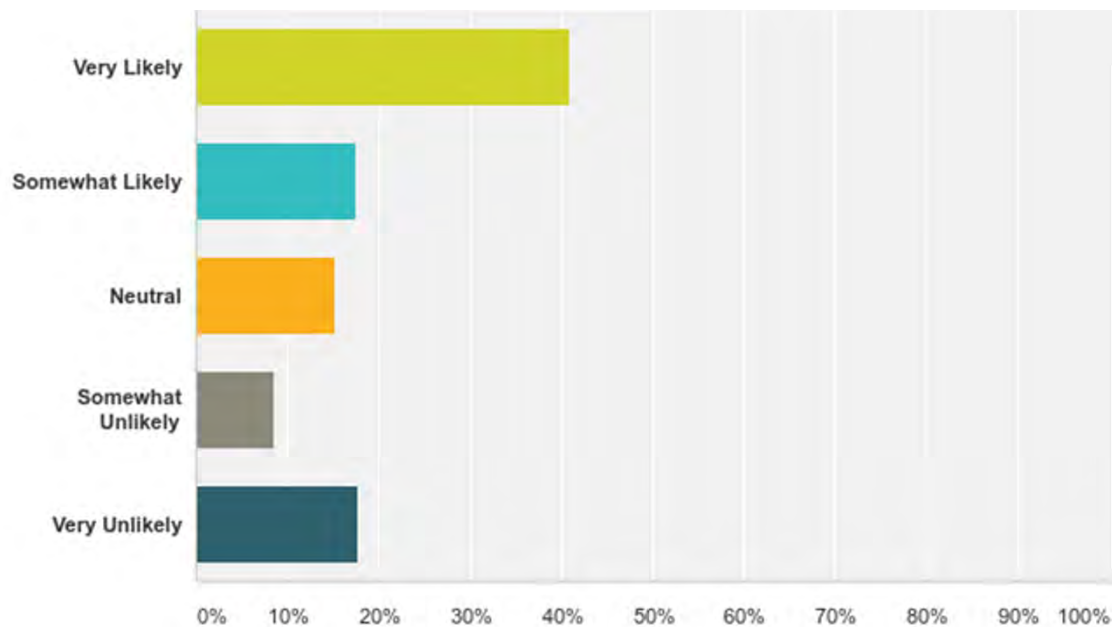
BICYCLE BOULEVARD



Q21: S11. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,439 Skipped: 267

Strategy 11. Bicycle and Pedestrian Improvements



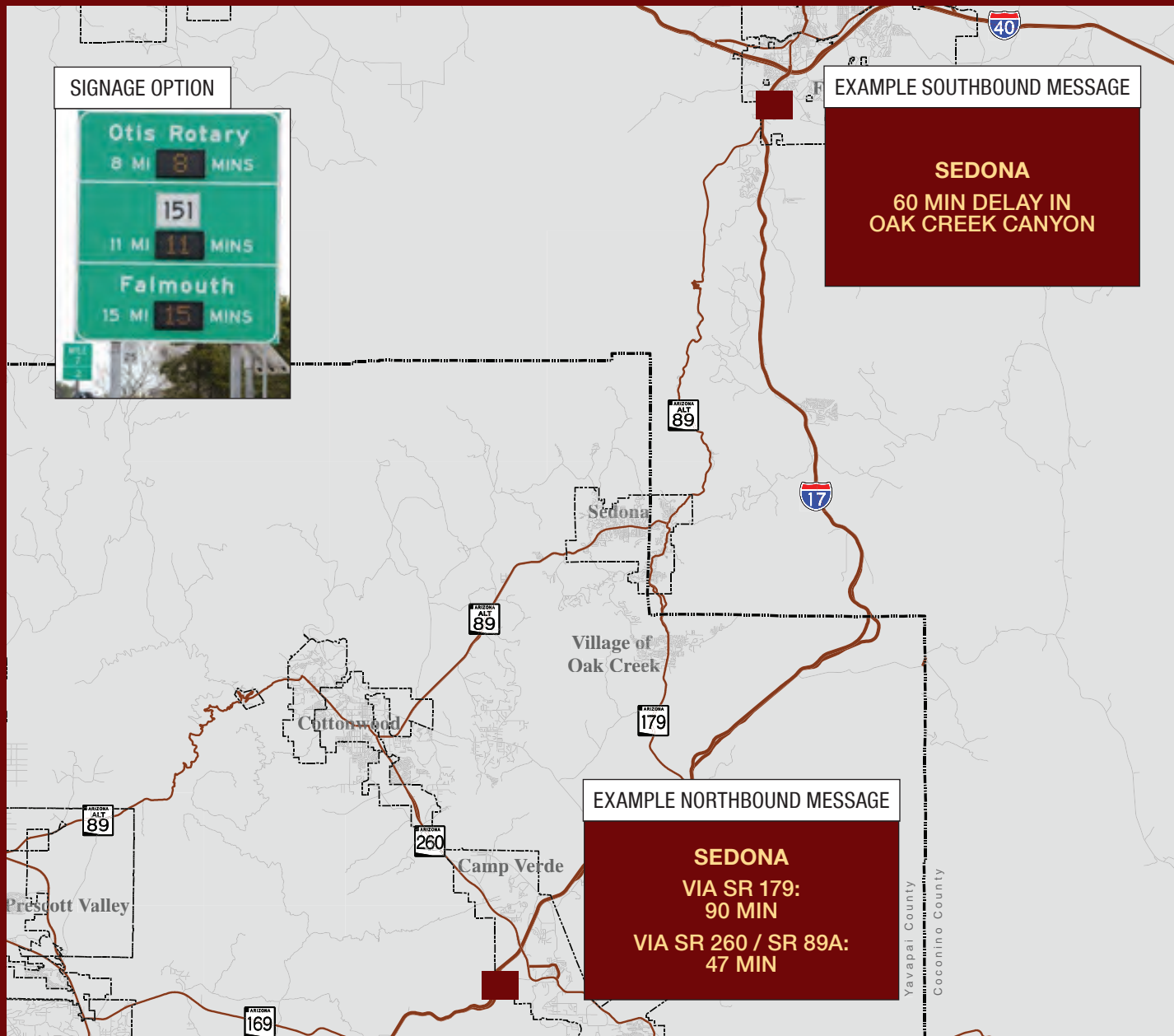
Q21: S11. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,439 Skipped: 267

Strategy 11. Bicycle and Pedestrian Improvements

Answer Choices	Responses	
Very Likely	40.93%	589
Somewhat Likely	17.58%	253
Neutral	15.29%	220
Somewhat Unlikely	8.48%	122
Very Unlikely	17.72%	255
Total		1,439

Traveler Information



PROJECT DESCRIPTION:

- Electronic message signs on I-17 at Camp Verde and at 89A south of Flagstaff display travel time information to Sedona.

BENEFITS:

- With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this strategy, a severely congested trip would be reduced from 36 minutes, to 26 minutes.
- Keeping drivers informed of real travel time information enables them to make informed decisions regarding alternative routes.

COSTS:

- Design and construction cost = \$100,000.

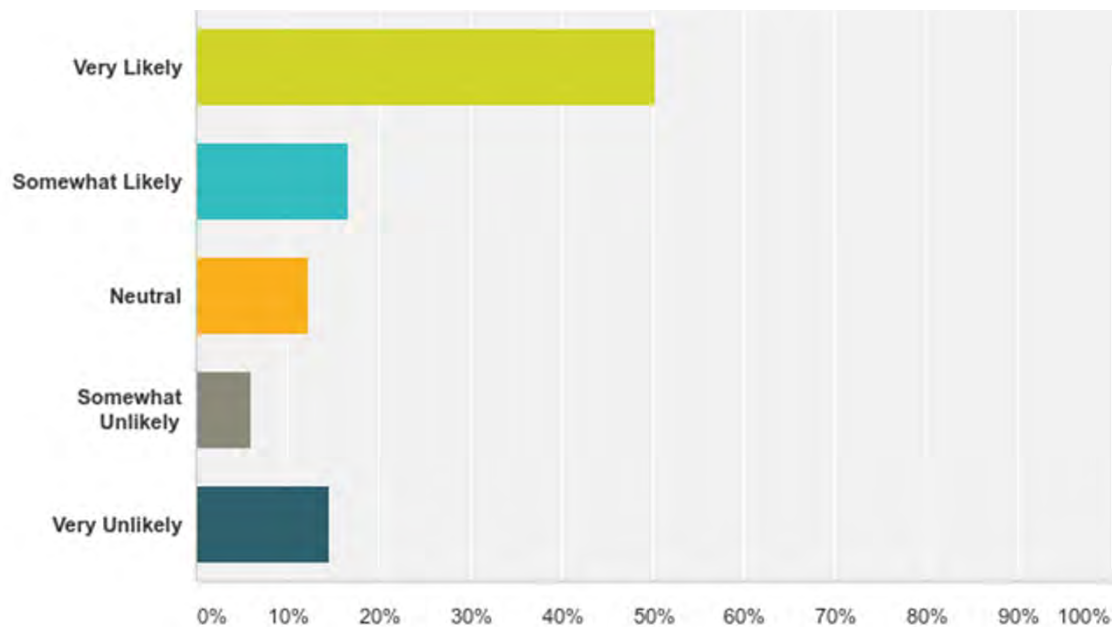
TRADEOFFS:

- Coordination required between ADOT, City of Sedona.
- Concern from businesses about diverting traffic.
- Would modestly increase congestion on SR 89A in West Sedona because of traffic diverted through Cottonwood.

Q23: S12. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,441 Skipped: 265

Strategy 12. Traveler Information



Q23: S12. Given the benefits, costs and tradeoffs of this strategy, how likely are you to support it?

Answered: 1,441 Skipped: 265

Strategy 12. Traveler Information

Answer Choices	Responses	
Very Likely	50.31%	725
Somewhat Likely	16.66%	240
Neutral	12.28%	177
Somewhat Unlikely	6.11%	88
Very Unlikely	14.64%	211
Total		1,441

Other Jurisdiction Project: Red Rock Crossing



PROJECT DESCRIPTION:

- ◆ Construct new bridge or crossing of Oak Creek and roadway improvements; possible location is at end of Verde Valley School Road to connect to Red Rock Crossing Road.
- ◆ Provides alternative route between Village of Oak Creek and West Sedona.

BENEFITS:

- ◆ Primary benefit of Red Rock Crossing is to connect Village of Oak Creek to Sedona, during peak hour when SR 179 is congested.
- ◆ With no traffic, it takes 12 minutes to travel from Bell Rock Blvd (VOC) to the "Y." In severe congestion it takes 36 minutes. This level of severe congestion occurred on 6 days between February 1 and June 4, 2017. With this improvement, a severely congested trip would be reduced from 36 minutes, to 29 minutes.
- ◆ Provides alternative route for emergency response between Village of Oak Creek and Sedona.

COSTS:

- ◆ Design and construction cost = \$10M.

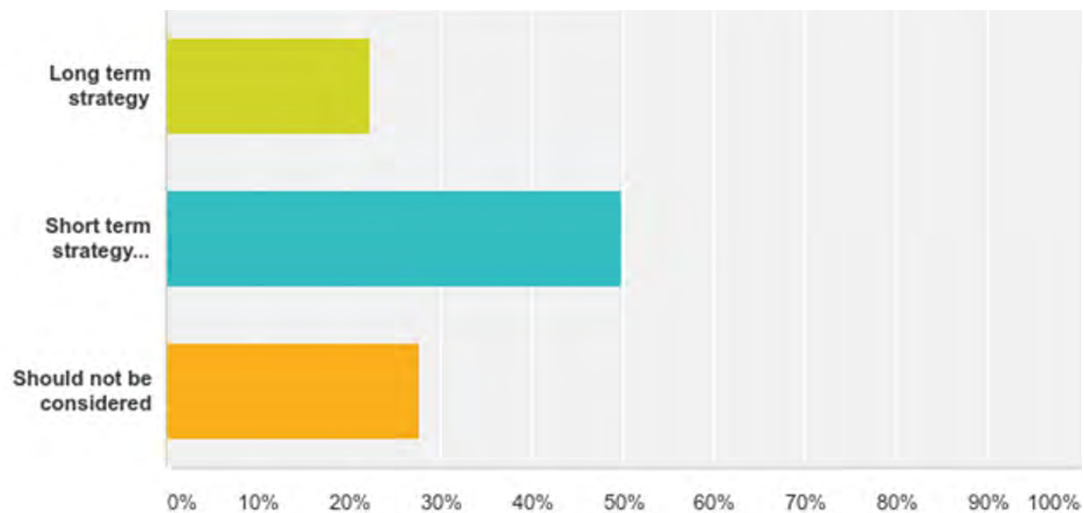
TRADEOFFS:

- ◆ Environmental and aesthetic impacts.
- ◆ Project is located outside city limits and requires Yavapai County to manage the project and be the primary funding agency.
- ◆ Given previous failed attempts to complete a crossing, it will be difficult to garner support.
- ◆ Coordination required between City of Sedona, Yavapai County and US Forest Service.
- ◆ Much higher cost with much less benefit compared to other projects.

Q25: S13. Given the tradeoffs, this is considered a long-term strategy and is not included as a priority in the 10-year plan, How do you view this project?

Answered: 1,440 Skipped: 266

Strategy 13. Red Rock Crossing



Q25: S13. Given the tradeoffs, this is considered a long-term strategy and is not included as a priority in the 10-year plan, How do you view this project?

Answered: 1,440 Skipped: 266

Strategy 13. Red Rock Crossing

Answer Choices	Responses	
Long term strategy	22.43%	323
Short term strategy (accelerate the project)	49.86%	718
Should not be considered	27.71%	399
Total		1,440

Pave Schnebly Hill Road

PROJECT DESCRIPTION:

- ◆ Pave Schnebly Hill Road from Sedona to I-17.
- ◆ Will require drainage, slope stabilization, retaining walls, and construction blasting.

BENEFITS:

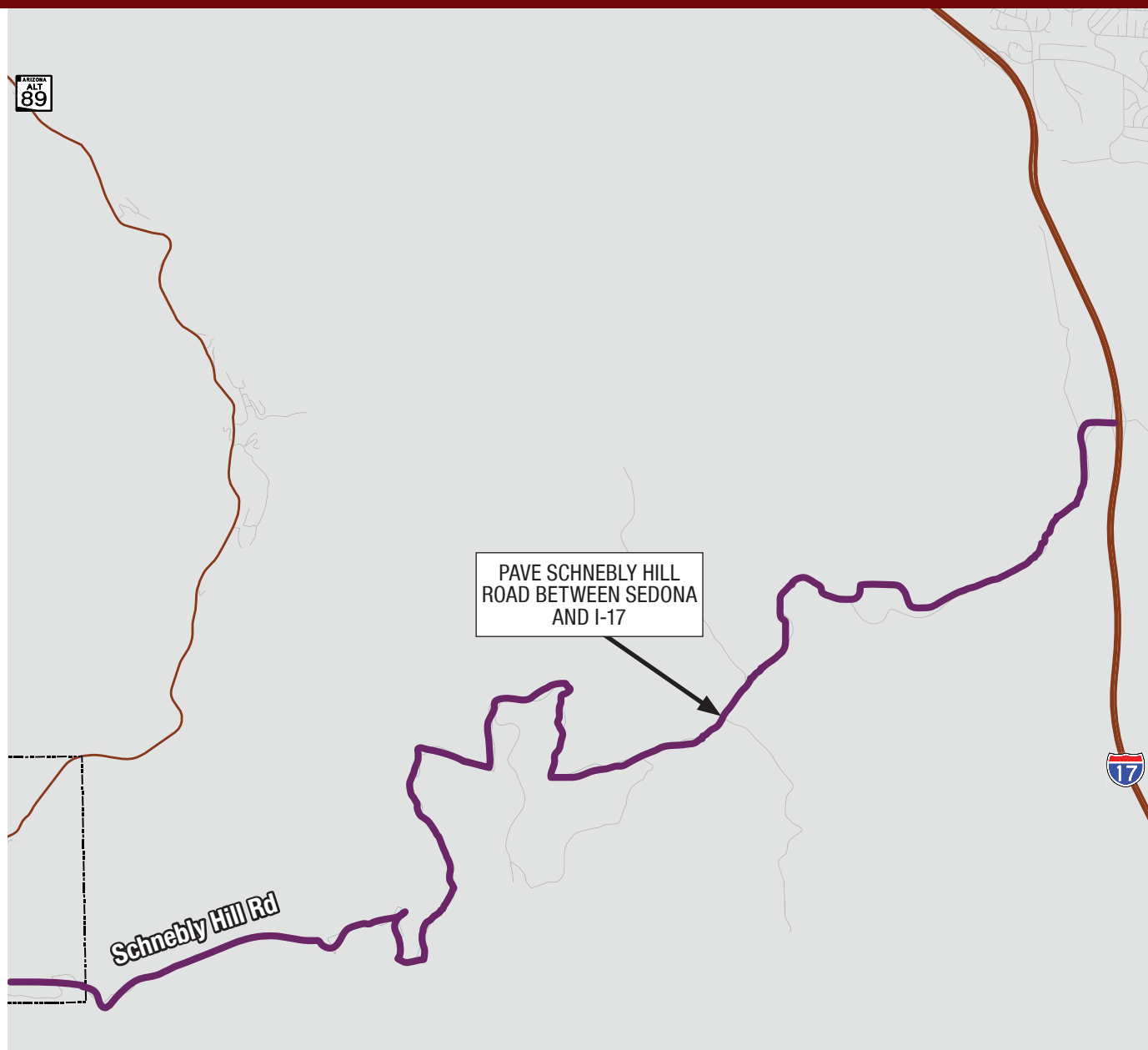
- ◆ Primary benefit of Schnebly Hill Road improvements is congestion relief of SR 89A in Oak Creek Canyon, during weekend and holiday afternoons.
- ◆ Would divert up to 2,125 vehicles per day from Oak Creek Canyon.

COSTS:

- ◆ Design and construction cost = \$33M.

TRADEOFFS:

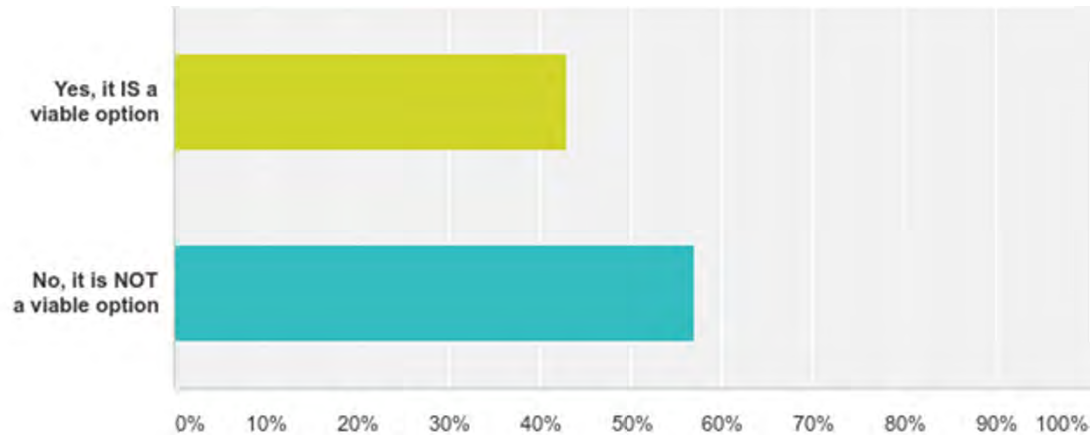
- ◆ Would add traffic volumes and increase congestion on SR 179 at Schnebly Hill Road Roundabout.
- ◆ Would require improvements to Schnebly Hill/SR 179 intersection.
- ◆ Environmental and aesthetic impacts.
- ◆ Coordination required between City of Sedona, Coconino County and US Forest Service.
- ◆ Much higher cost with much less benefit compared to other projects.



Q27: S14. It was determined that this is not a viable option considering the costs and environmental impacts. Do you think this is a viable option?

Answered: 1,407 Skipped: 299

Strategy 14. Pave Schnebly Hill Road



Q27: S14. It was determined that this is not a viable option considering the costs and environmental impacts. Do you think this is a viable option?

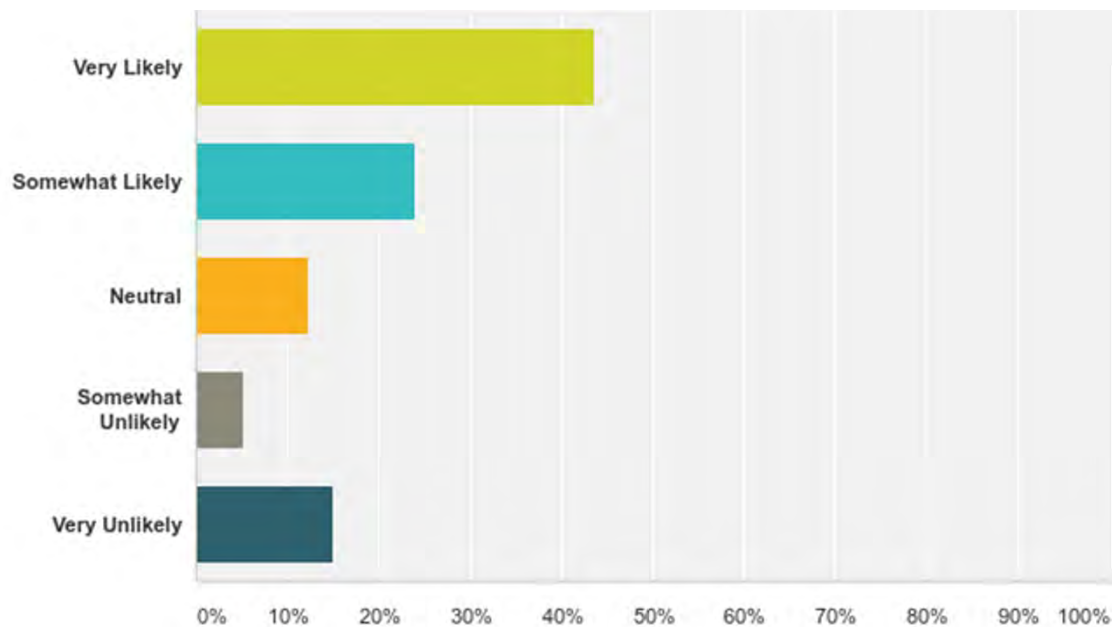
Answered: 1,407 Skipped: 299

Strategy 14. Pave Schnebly Hill Road

Answer Choices	Responses	
Yes, it IS a viable option	43.07%	606
No, it is NOT a viable option	56.93%	801
Total		1,407

Q29: A new ½ cent sales tax for 10 years (would generate \$25 million or 50% of the strategies in the TMP)

Answered: 1,240 Skipped: 466



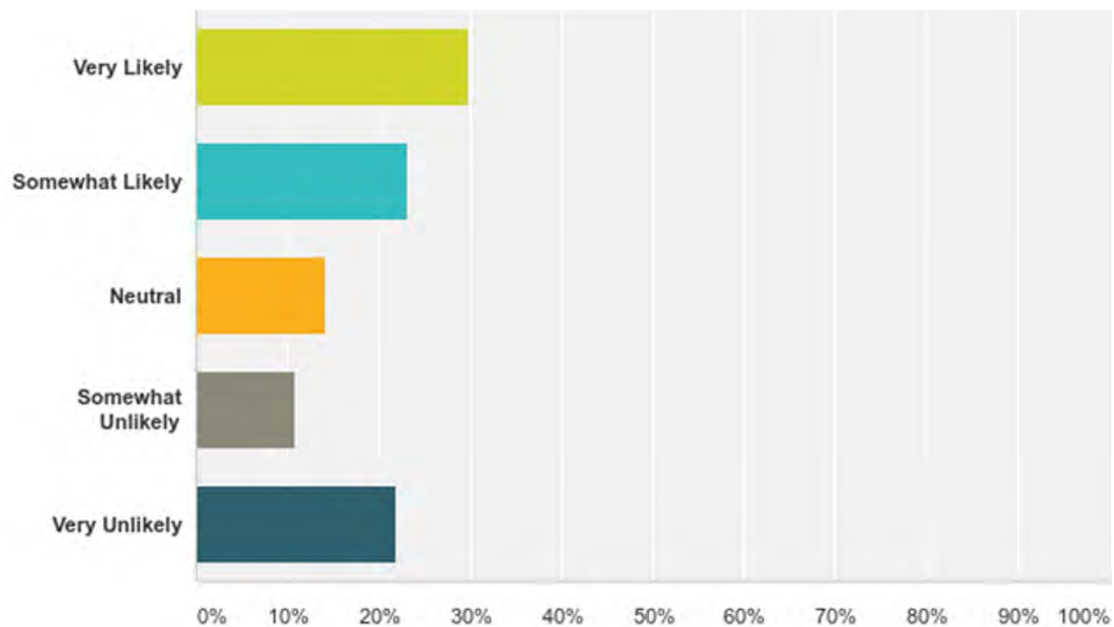
Q29: A new ½ cent sales tax for 10 years (would generate \$25 million or 50% of the strategies in the TMP)

Answered: 1,240 Skipped: 466

Answer Choices	Responses	
Very Likely	43.55%	540
Somewhat Likely	23.95%	297
Neutral	12.34%	153
Somewhat Unlikely	5.16%	64
Very Unlikely	15.00%	186
Total		1,240

Q30: A new $\frac{3}{4}$ cent sales tax for 10 years (would generate \$37 million or approximately 75% of the strategies in the TMP)

Answered: 1,217 Skipped: 489



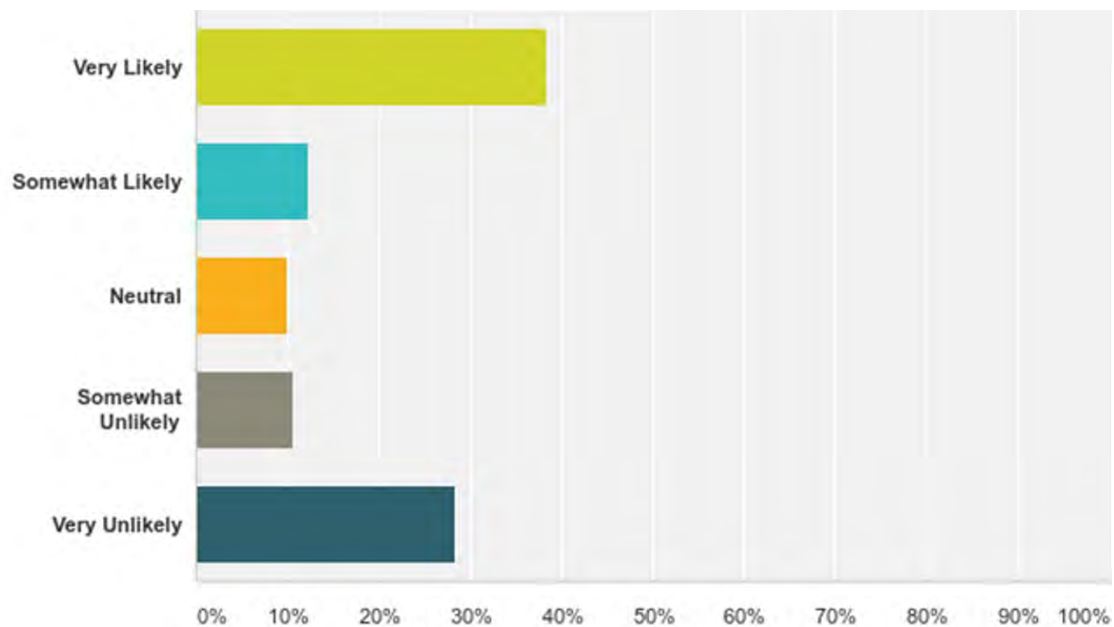
Q30: A new $\frac{3}{4}$ cent sales tax for 10 years (would generate \$37 million or approximately 75% of the strategies in the TMP)

Answered: 1,217 Skipped: 489

Answer Choices	Responses	
Very Likely	29.83%	363
Somewhat Likely	23.25%	283
Neutral	14.13%	172
Somewhat Unlikely	10.76%	131
Very Unlikely	22.02%	268
Total		1,217

Q31: A new 1 cent sales tax for 10 years (would generate \$50 million and would implement a majority of the strategies in the TMP)

Answered: 1,337 Skipped: 369



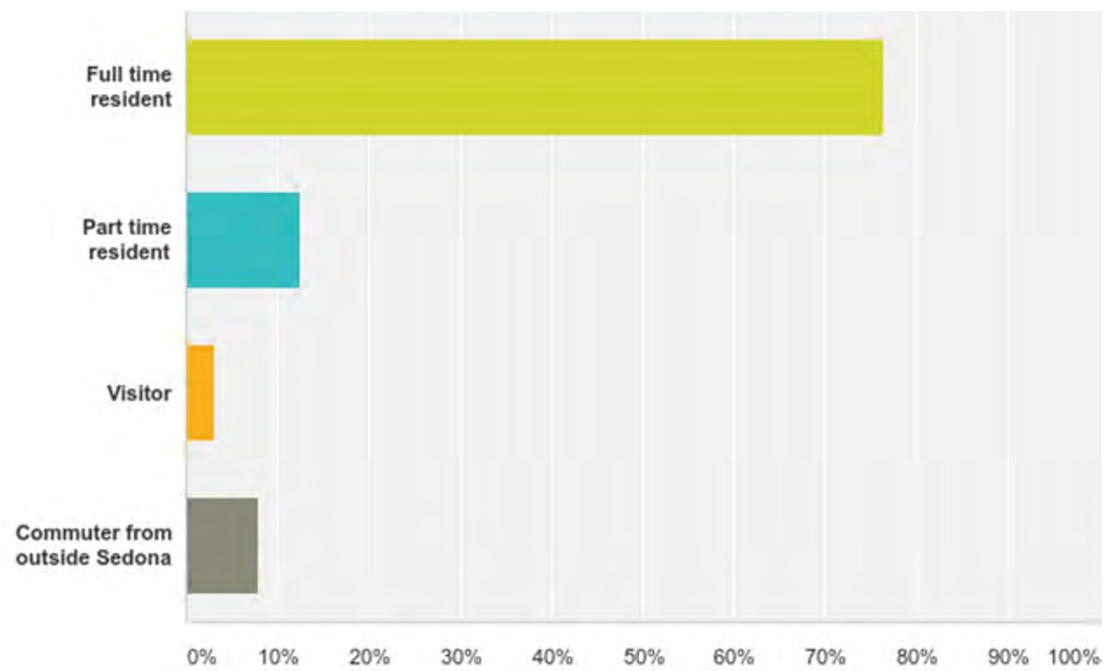
Q31: A new 1 cent sales tax for 10 years (would generate \$50 million and would implement a majority of the strategies in the TMP)

Answered: 1,337 Skipped: 369

Answer Choices	Responses	
Very Likely	38.37%	513
Somewhat Likely	12.42%	166
Neutral	10.02%	134
Somewhat Unlikely	10.70%	143
Very Unlikely	28.50%	381
Total		1,337

Q33: Are you a resident, visitor, or commuter from outside Sedona?

Answered: 1,413 Skipped: 293



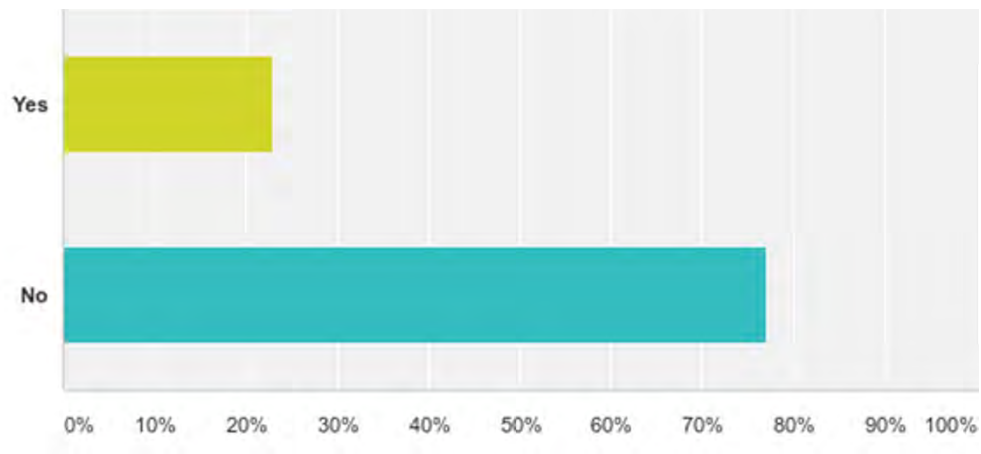
Q33: Are you a resident, visitor, or commuter from outside Sedona?

Answered: 1,413 Skipped: 293

Answer Choices	Responses	
Full time resident	76.50%	1,081
Part time resident	12.60%	178
Visitor	3.04%	43
Commuter from outside Sedona	7.86%	111
Total		1,413

Q34: Are you a business owner?

Answered: 1,366 Skipped: 340



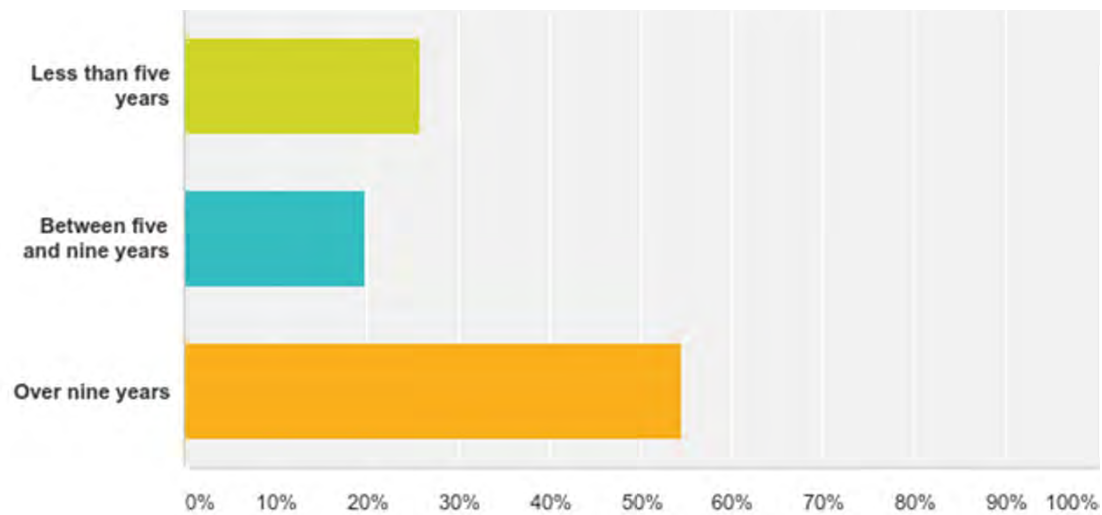
Q34: Are you a business owner?

Answered: 1,366 Skipped: 340

Answer Choices	Responses	
Yes	22.91%	313
No	77.09%	1,053
Total		1,366

Q35: How long have you lived in Sedona?

Answered: 1,362 Skipped: 344



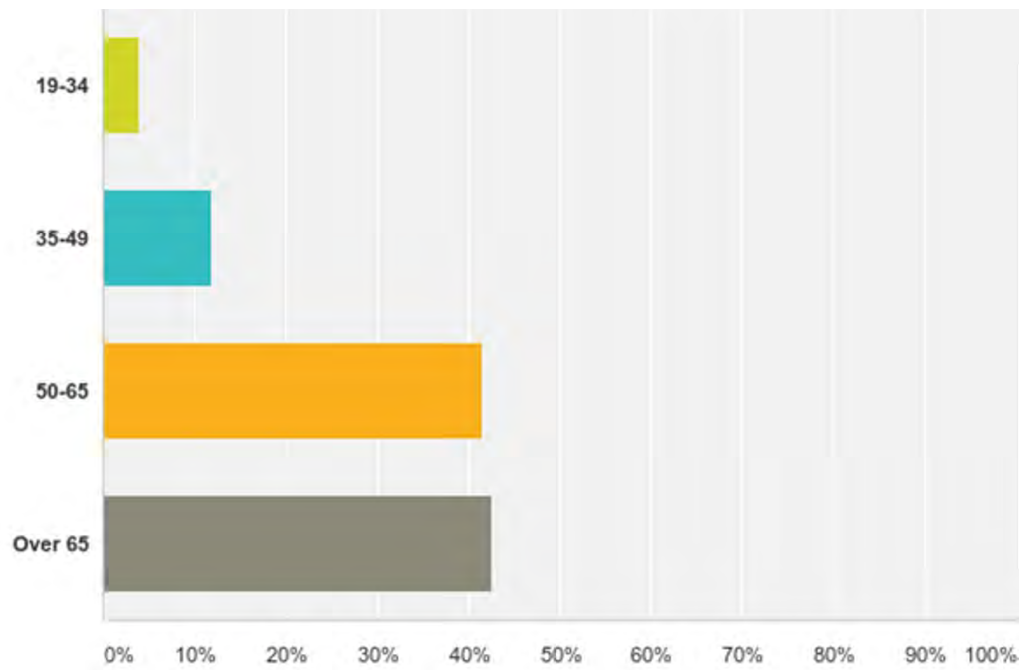
Q35: How long have you lived in Sedona?

Answered: 1,362 Skipped: 344

Answer Choices	Responses	
Less than five years	25.84%	352
Between five and nine years	19.75%	269
Over nine years	54.41%	741
Total		1,362

Q36: What is your age?

Answered: 1,392 Skipped: 314



Q36: What is your age?

Answered: 1,392 Skipped: 314

Answer Choices	Responses	
19-34	3.88%	54
35-49	11.93%	166
50-65	41.52%	578
Over 65	42.67%	594
Total		1,392